

**VODAFONE ITALIA AT THE *TEATRO DELLE CELEBRAZIONI*
AS PARTNER FOR THE 2005-2006 THEATRE SEASON IN BOLOGNA**

September 6, Bologna – Bologna's *Teatro delle Celebrazioni* (Theatre of Celebrations), which has chosen Vodafone Italia as a partner for the entire 2005-2006 season, is offering a programme of over 30 shows, well-loved writers and actors, more than 120 performances between October and May, and audiences totalling in excess of 90,000.

The *Teatro delle Celebrazioni* is one of Bologna's best-known and most active venues and, thanks to a series of major productions and programmes with widespread appeal among comedy and music lovers, has over recent years gained a following beyond its regional base.

Vodafone Italia, which has been chosen as the theatre's technology partner, is putting its services and new technologies at the service of the city of Bologna.

Throughout the season, from October to May, it will be possible to receive free info on the dates and times of shows each week via SMS. Thanks to this simple, easy-to-use tool, Vodafone Italia will thus enable theatre fans to keep up-to-date with what is on offer: all users need do to register is send an SMS with the text CELEBRAZIONI ON or TEATRO ON to **340 43.99.991**. In addition to weekly updates, users will be able to interact with the service at any time: by sending an SMS with the date, for example, they will receive news about what is on show that evening, whilst by entering the name of a show they will be sent information on the particular event and performance dates. All users need do to cancel the service is send the text CELEBRAZIONI OFF or TEATRO OFF to the same number as above.