

VODAFONE ITALIA AT THE VENICEMARATHON 2005

SPREAD YOUR PASSION FOR RUNNING WITH AN SMS

Venice, October 17 – Vodafone Italia will be accompanying sports fans through the alleyways and squares along the route of the Venicemarathon 2005, one of the most important sports events of the year and the most atmospheric setting possible for a long-distance run.

Sport, as a form of competition and as a way of bringing people together, has always been given great importance by **Vodafone Italia**, which shares the same principles and seeks to communicate the values. The **Venicemarathon 2005** is a further opportunity for Vodafone Italia to give voice to this passion.

Vodafone Italia is giving all sports fans the chance to express their love of sport. By sending an SMS to the number **340 14.85.105** marathon enthusiasts can have their say about the twentieth edition of the Venicemarathon, support their favourite athletes and communicate their passion for running. All the messages received will be published at www.venicemarathon.it.

Vodafone Italia, as the technology partner for the twentieth edition, will be following the event not just on the day of the race but throughout the entire weekend. On Friday, as official sponsor of the Family Run, it will be supporting young athletes and their families, whilst from Friday to Sunday it will be present at the Exposport exposition set up in Piazza del Mercato in Marghera.