

## VODAFONE ITALIA AND “STARRY NIGHTS”

THE INSTITUTIONS OF PADUA AND VODAFONE ITALIA PROMOTE A DECEMBER OF GIVING

**Padova, December 2** – **Vodafone Italia** is joining the Chamber of Commerce, the Municipality of Padua, ASCOM and Confesercenti (the Retail Trade Association) to promote the “**Starry Nights**” initiative, a way of celebrating the festive season together, bringing a Christmas atmosphere to the streets of the old town and giving to charity.

“We are pleased to be partnering Padua’s institutions for this event in the lead-up to Christmas,” states Salvatore Saia, Director of Vodafone Italia’s North East Region. “The Christmas period is the best time for a reminder that together we can help people who are less fortunate than ourselves by making a donation to a local charity.”

In addition to being one of the partners for the event, **Vodafone Italia** is promoting an important fundraising initiative on behalf of the city of Padua. Vodafone customers can send a Solidarity SMS to donate money to the “**One heart, One World Padua**” association, set up to help the families of children with heart problems and the city hospital’s Paediatric Cardiology and Heart Surgery units. Until January 4, 2006, for every message sent from a Vodafone cell phone to the **48575** number €1 will be donated to the Association.

“Starry Nights” will be accompanied by the “Padua and the squares at Christmas” campaign presenting again this year a prize competition in which Vodafone Italia will give away a number of Samsung Z140 Vodafone Live! UMTS handsets.

**For further information contact:**

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