

News
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VODAFONE ITALIA AT SORSI D'AUTORE ("A SIP OF THE FINEST")

In Verona Vodafone Italia's technology partners and promotes a meeting of culture and local people

Verona, June 12: **Sorsi d'Autore 2006**, the event organised by the Aida Foundation and promoted by Veneto Regional Authority, the Provincial Authority, the Municipality and by the Chamber of Commerce of Verona, opens today. The aim is to present the inhabitants of Verona and its province with an original and entertaining cultural event. Vodafone Italia is taking part in the event for the first time, contributing its technology to promote a meeting of culture and local people.

Un Vino per un Peccato ("A Wine for a Sin") is a competition organised as part of *Sorsi d'Autore* and open to all mobile phone owners, who can participate simply by sending an SMS inspired by the wine and sin associated with each meeting to the **Vodafone number 340 4399015**. The calendar of events is available on www.sorsidiautore.it.

A jury of experts will select the most amusing and interesting messages. They will be read during the *Sorsi d'Autore* evenings and rewarded with some of the finest bottles from the "Verona Wine Top" competition and excellent cheeses, all offered by the Chamber of Commerce and the sponsor, Vero Italiano.

Yet again, Vodafone Italia wishes to show its commitment to local needs, especially in the Province of Verona. In this case the Company is working with local institutions to enhance the traditional heritage represented by Verona and the wine-making and gastronomic culture of Veneto.