

## VODAFONE BEACH TOUR

***Vodafone's Sunday tour of the Salento region's beaches starts 9 July at Alimini and will end 20 August at Gallipoli***

*Lecce, 8 July 2006* - Thanks to collaboration between the biggest **Vodafone** dealers in Brindisi and Lecce and the partnership with the broadcaster STUDIO REPORTER, summer along the Salento coast will this year be marked by a series of Sunday events on the region's busiest beaches. The tour, which starts on 9 July and ends on 20 August, will feature a number of promotional initiatives by Vodafone.

It involves a full programme, with each stage of the tour involving Vodafone's local dealers, who will have the opportunity to promote the operator's new services: the **00 Summer Card** and UMTS handsets. The public will, under the guidance of an expert Hostess, be able to try the new services offered by Vodafone: games, video goals, navigation in internet, and Vodafone Live! My Music. The events will be accompanied by gadgets, games and above all the very best in music. Further surprises await customers who sign up for the various offers available.

The Salento-based radio station, Studio Reporter, will broadcast live its own beach event from 12.00pm to 7.00pm every Sunday, involving the audience in its broadcasts.

The tour starts on **9 July** from **Alimini**, at the **Balnearea** bathing establishment, where the event will be **hosted by the Vodafone dealer 'Comunicare'**

**Other stops:**

**16 July, Gallipoli , Helios bathing establishment, hosted by Tricarico**

**23 July : Porto Cesareo , Bassamarea bathing establishment, hosted by Cellulandia**

**30 July : Gallipoli, Zen bathing establishment, hosted by Telefonía E....**

**6 August: Porto Cesareo, Lido Stella Maris bathing establishment, hosted by F.lli Romano**

**13 August: Ugento , Lido Pineta bathing establishment, hosted by De Pascalis**

**20 August: Gallipoli, Lido Samara bathing establishment, hosted by Telefonía In**

A summer of music and technological innovation, in line with the Vodafone tradition. Live your emotions to the full: **Life is NOW**.