

VODAFONE BARCOLANA MUSIC

Music and technology enrich the Barcolana Regatta in Trieste
SMS information service at Vodafone number 340 4399 992

Trieste, 26 September – Vodafone Barcolana Music is the music festival created to enliven the 38th edition of the Barcolana Regatta. Three major concerts will be held from 5 to 7 October to mark the world's most popular sailing race.

The concerts, open to all free of charge, will be held in Piazza dell'Unità d'Italia to celebrate Trieste's passion for the sea. *"Since passion and enthusiasm are two of Vodafone Italia's fundamental values," says Salvatore Saia, Vodafone's Director of the North East Region, "we are inviting everyone to attend the Vodafone Barcolana Music concerts and are sponsoring this very important event along with local authorities in the Trieste and Friuli Venezia Giulia region."*

Thanks to Vodafone Italia's simple and immediate information service, free information about the Barcolana and Vodafone Barcolana Music events via SMS is available from today until 8 October. Anyone wishing to register just has to send an SMS from any operator with **BARCOLANA ON** in the text to **Vodafone** number **340 4399 992**.

Vodafone Italia's role in the initiative proves, once again, its links with the area and the local authorities. Everyone - not only customers - is invited to attend the free Vodafone Barcolana Music concerts. During event days, a stand will be set up in Piazzetta Barcolana presenting the entire range of Vodafone's products and services.