



## **WINE AND CARTOONS FOR A GOOD LAUGH WITH VODAFONE.**

### **THE JOKES VIA SMS CONTEST BEGINS.**

Send your funny stories to the number 340 4399909 from April 14 to 25.

*Win a mobile phone or.. have a good laugh!*

April 13, 2006, Bordighera – For the second year running Vodafone Italia, in collaboration with the Municipality of Bordighera and the Imperia Trade Confederation, has organised a jokes contest via SMS to coincide with the “Vino e Vignette” (Wine and Cartoons) event.

From April 14 to 25 everyone, regardless of the operator they use, can send a joke, a pun or a witty remark via SMS. The message, no longer than 160 letters, must be sent (at the cost of a normal message) to the number 340 4399909.

The jokes will be published at [www.vinoevignette.org](http://www.vinoevignette.org), where the rules of the contest can already be found.

A jury made up of representatives from the Municipality of Bordighera, the Imperia Trade Confederation and Vodafone Italia will select the funniest message. The author of the joke will receive a Vodafone UMTS mobile phone, the Samsung ZV30, soon after the closure of the event.

The initiative organised by Vodafone Italia matches with Bordighera’s traditional reputation as the city of wit, and follows on from Vodafone’s partnership of last year’s event, when over 400 jokes were sent via SMS.