



VODAFONE SKY CHAMPIONS TOUR

A roadshow of fun and games throughout Italy

SATURDAY 24 AND SUNDAY 25 MARCH VODAFONE AND SKY TOGETHER IN BARI FOR A GREAT PUBLIC EVENT

In Piazza della Prefettura
fun and games for everyone:
an appointment not to be missed for children and families

Bari, 21 March 2007. Vodafone and SKY will be presenting the city of Bari with two days of great fun and games in Piazza della Prefettura over the weekend of Saturday 24 and Sunday 25 March.

Following the successful launch last December of **Vodafone SKY TV**, the new digital mobile television service, the two companies are continuing to work together on the **Vodafone SKY Champions Tour**. The Tour highlights the companies' interest in football in general and especially in the Champions League, whose sponsors include Vodafone, while SKY is presenting live broadcasts of all 125 matches, the best of which in high definition.

Organised by the **It's Cool** agency, the roadshow will begin in Bari, Puglia's largest city, and will go on until May 2007, with stops in five more Italian cities: Pescara, Ancona, Treviso, Genoa and Turin.

The appointment in Bari is set for Saturday 24 and Sunday 25 in Piazza della Prefettura, from 9am to 1pm and from 3pm to 7pm – a non-stop event featuring games, activities and lots of sport for families, children and sports fans.

A weekend of fun, which will be promoted in advance by a team of entertainers between Wednesday and Friday, in the city's main meeting places. What's more, a team of promoters will hold a mock football match to involve the inhabitants in a range of entertainments.

On Saturday and Sunday games, events, fun and lots of activities coordinated by expert entertainers will be staged in Piazza della Prefettura. A huge structure for sports competitions, reproducing a penalty area, will be set up in the middle of the square. It will be the setting for a great many games and sports events, especially for children, whereas another part of the square will be set aside for people interested in discovering the services offered by Vodafone and SKY, including Vodafone SKY TV, the new digital mobile television.