



news release

Vodafone Italia partners La Milaneseiana 2008

Free info at 340 4399 333 by sending "MILANESIANA" text

Initiatives for the public and for connoisseurs soon to kick off

Milan, May 5, 2008 –**Vodafone Italia** is continuing to promote major cultural events in Milan. After the success of the Kandinsky and Bacon exhibitions, for the second consecutive year Vodafone is supporting La Milaneseiana, a cultural project created and directed by **Elisabetta Sgarbi**, promoted by **Milan provincial Authority** with the collaboration of the Lombardy Regional Authority, and organised by the **I Pomeriggi Musicali-Teatro Dal Verme Foundation**.

Vodafone will once again play a direct role in promoting the event through initiatives aimed at stimulating the active and creative involvement of the public and connoisseurs through the use of MMS and SMS technology. The idea is to present a literary competition in which creativity and originality are rewarded, for example by rewriting the end of a book by an author hosted at La Milaneseiana in just one SMS,.

To promote the many events planned for La Milaneseiana Vodafone has also activated the traditional and much appreciated SMS info service, which can be used by everybody independently of their operator. To subscribe, just send an SMS with the text **Milanesiana** (at the cost of a normal message) to **340 4399 333**. The personal data of subscribers will only be kept for the duration of the event. However, you can always deactivate your subscription by sending an SMS to the same number with the text "Milanesiana OFF".