



news release

**VODAFONE CHRISTMAS PACK
NEW ADVERT WITH ILARY BLASI TO SUPPORT VODAFONE
FOUNDATION'S SOCIAL INITIATIVES
www.fondazionevodafoneitalia.it**

**For every Christmas Pack purchased Vodafone Foundation will donate €1
to Salvabebe' Salvamamme Association**

Milan, 18 December 2009 – Vodafone's new TV advert focuses on how purchasing a Christmas Pack will help to fund the Vodafone Foundation's social initiatives.

The Vodafone Christmas Pack is the new gift pack to put under the tree, containing a €15 TopUp and free activation of Christmas Card Parole and Christmas Card Messaggi. For every Christmas Pack purchased, the Vodafone Foundation will donate €1 to the Salvabebe' Salvamamme Association, which provides support for mothers and children in need. The money raised will help to fund construction of a new recreation area for mothers and children in need. Christmas pack can be purchased for €20 at all Vodafone stores or at www.vodafone.it

"Seven years after we began operating we have decided to enable our customers to share even more directly in the social value of our activities," declared Ida Linzalone, General Secretary of the Vodafone Italia Foundation. "The Christmas Pack is a concrete example of our desire to have our customers play an increasingly direct role in the activities of the Vodafone Foundation, enabling them to make a useful gift that becomes a gesture of solidarity. But we don't intend to stop here," added Linzalone. "We have just launched the Foundation's new website where customers, via initiatives such as 'Adopt a project', can become ambassadors or supporters."

The agency is 1861 United with creative directors Peppe Cirillo and Vincenzo Celli. Executive Creative Directors are Pino Rozzi and Roberto Battaglia. The advert was produced by Mercurio and directed by Giuseppe Capotondi. Media planning is by OMD. The soundtrack is the song "Feeling Better" performed by Malika Ayane.

To support the Vodafone Italia Foundation's initiatives and find out more about the "Adopt a project" initiative visit www.fondazionevodafoneitalia.it

The Vodafone Italia Foundation was established in 2002 as a result of Vodafone Italia's decision to create a fully independent organisation to fund services and social initiatives

designed to benefit the community, and above all people in most need. From 2008 to 2011 the Foundation has decided to focus attention on rundown areas of the country's cities, again concentrating its efforts on situations of serious social marginalisation. Between 2002 and 2009 the Vodafone Italia Foundation has financed 277 projects, amounting to a total of over €44.8 million.