



## **VODAFONE: CHILDREN'S OLYMPIC GAMES GET OFF THEIR MARKS**

### **TARGET SHOOTING, HIGH JUMP, HURDLE RACE, STORY MARATHON AND THE COLOR PLUNGE**

#### **4000 PEOPLE ATTEND THIRD CHILDREN'S DAY**

*Milan, May 14, 2004* - Vodafone opens the doors of its 80 branches to employees' children for its third Children's Day. As of 3 p.m. on May 14, 4,000 people including children, and their mums and dads, will be able to visit company premises and get to know their parents' workplace by taking part in the event.

The Olympic Games will be the thread running through the initiative. The five values that characterize the Games - *partnership, fair play, commitment, culture and participation* – will come together in a series of games “at the office” with mum and dad.

The event's mascot, **Olimpia**, will accompany children and their parents in discovering activity areas inspired by the five Olympic values located in the company premises involved in the initiative.

Olimpia and the children will be at the centre of athletic competitions concerning **target shooting, high jump** and **hurdle races**. There will also be a new sporting event - the **colour plunge**, in which children whose feet are coloured with non-toxic paint run on a long roll of paper leaving behind coloured footprints -, and also an entertaining **story marathon**, in which a singer will tell stories and tales created with suggestions from the children.

This third Children's Day will open with record attendance: around 4,000 people including mums, dads and children. “This proves that work and family life can go together”, says *Monica Possa, Human Resources Director of Vodafone Italia*. “This is why Vodafone encourages any policy that is aimed at simplifying and facilitating the task of reconciling bringing up children with professional commitments. Also within the scope of these initiatives is the recent inauguration in Milan of the first company crèche and payment of 100% of their salaries to mothers who have recently given birth, including the four and a half months that follow the five-month compulsory maternity leave, in effect since 1995.”

Since the end of April Vodafone employees have been gathering stories ahead of the event. A special section has been set up on the company's intranet, where the opening words of various stories are available, all of them inspired by the five values of the Games and the symbols they represent. With the help of their children's imagination, parents are asked to come up with a continuation of the stories and send them to us. On the day of the event the singers will tell the best tales. The stories will later be gathered and published.

The following branches are involved: Milan (Via Caboto), Rome Boccabelli, Milan (Via Bensi), Rome Grande Muraglia, Ivrea, Rome Santi Apostoli, San Mauro Torinese (Via Toscana), Pozzuoli, Genoa (Via De Marini), Bari (Via Camillo Rosalba), Padua, Catanzaro, Bologna, Catania (Via Ulisse), Pisa and Palermo (Via Notarbartolo).