

VODAFONE: a major first for the “Massimo Troisi Prize”

Dates, programmes and locations for the most eagerly awaited event of the year in San Giorgio a Cremano available for the first time via SMS.

S. Giorgio a Cremano, July 7, 2006 - A major first from **Vodafone Italia** for the **11th edition of the “Massimo Troisi Prize”**, scheduled to be held from July 10 to 16, 2006.

Vodafone Italia has made its **Città Informa** platform available throughout the event to the local institutions organising the **Massimo Troisi Prize**. Anyone requesting the service, whatever their mobile operator, will receive **SMS** information regarding events scheduled to be held in Villa Bruno during the “Massimo Troisi Prize” event.

To receive the information requested, just send an **SMS** – from your mobile phone at the cost established in your operator’s price plan – to the number **340 43 99 000** and include the word “**TROISI**” in the text.

To receive answers to the information requested, make your sender’s telephone number visible to authorise the Organisers, in accordance with data protection law, to supply the information requested (also via SMS).

An easy-to use service, it has been successfully adopted by Vodafone Italia in other Italian cities for major artistic and cultural events to help the organisers supply real-time information to anyone wanting to know about the event in question.

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