

**VODAFONE ITALIA IS BACK AT THE TEATRO DELLE
CELEBRAZIONI
IN BOLOGNA AS PARTNER FOR THE THEATRE SEASON 2006-2007**

7 September, Bologna – After a year as technology partner, Vodafone Italia is back at the Teatro Celebrazioni as Main Sponsor, supporting what promises to be a season of hits and great performances.

The **Teatro delle Celebrazioni** is one of Bologna's best-known and busiest theatres. In recent years, thanks to major productions and programmes for fans of comedy and musical shows, it has made a name for itself beyond its home region. **Vodafone Italia** collaborates in these performances with its services and new technologies.

During the season, from October to May, customers can receive free information via SMS regarding dates and times of shows week by week. Vodafone Italia offers a simple means of keeping up to date: to subscribe just send an SMS from any operator with the text **CELEBRAZIONI ON** or **TEATRO ON** to **Vodafone 340 43.99.991**. In addition to a weekly update, subscribers can interact with the service whenever they wish: for example, for information concerning the programme on a certain day, they can send an SMS with the date, whereas by typing in the name of the show they will receive information on the event and the days scheduled for performances. To halt the service, simply send a message **CELEBRAZIONI OFF** or **TEATRO OFF** to the same number.