

News
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VODAFONE ITALIA AND PADUA'S WHITE NIGHT

***SEND AN SMS TO VODAFONE NUMBER 340 43 99 035 FOR ALL
INFORMATION ON EVENTS PLANNED FOR 1 JULY***

Padua, 26 June, 2006 - The 2006 edition of the White Night in Padua is being tinged with Vodafone red. Vodafone Italia, together with the city's Vodafone One stores, is promoting and supporting the evening of events planned and organised by the Municipality of Padua in collaboration with the Provincial Authority and the Chamber of Commerce, and with the participation of the city's trade associations.

Vodafone Italia is joining forces with the Municipality of Padua to offer the city's inhabitants its "SMS Info" service. All callers need do is send an SMS to the Vodafone number **340 43 99 035** including the words "**Padua On**" in the text. In response, they will receive free information messages on events and shows taking place during the White Night.

Moreover, from this weekend all the Company's customers and citizens of Padua will be able to discover the advantages of the Vodafone Casa offering and the new promotions for summer 2006. All people need do to get a taste of what Vodafone has to offer is pass by the splendid Piazzetta Garzeria where, during the White Night and for 6 days prior to the initiative, they will be able to catch sight of a fantastic Vodafone balloon in the shape of a house.

Once again Vodafone Italia, whose main office in north-eastern Italy is in Padua, has demonstrated its commitment to working with Padua's authorities on the organisation of major events for the city.