



VODAFONE ITALIA AND NOVARA'S WHITE NIGHT

An SMS to 340 4399035 with "Novara" in the text to receive information about the event via SMS

Novara, 19 September 2006 – **Vodafone Italia** is collaborating with the Municipality of Novara in the "Novara Open City" artistic and cultural event and, in its role as technology partner, is offering the municipality and its inhabitants an SMS information service to receive updates about all the events scheduled.

To subscribe, just send an SMS to 340 4399035 (at the cost of a normal message) with "Novara" in the text. The municipality, in collaboration with Vodafone, will send you updated information on White Night events, shows and news.

Vodafone Italia, the second most important mobile telephony operator in Italy, has always been committed to close involvement with local initiatives. Moreover, through its technological resources it aims to offer local authorities a means of communicating directly with inhabitants.