



## **VODAFONE SKY CHAMPIONS TOUR**

A roadshow of fun and games throughout Italy

### **SATURDAY 19 AND SUNDAY 20 MAY VODAFONE AND SKY TOGETHER IN TURIN FOR A GREAT PUBLIC EVENT**

In Piazza Vittorio Veneto  
fun and games for everyone:  
an appointment not to be missed for children and families

*Turin, 18 May 2007. Vodafone and SKY will be presenting the city of Turin with two days of great fun and games in Piazza Vittorio Veneto over the weekend of Saturday 19 and Sunday 20 May.*

Following the successful launch last December of **Vodafone SKY TV**, the new digital mobile television service, the two companies are continuing to work together on the **Vodafone SKY Champions Tour**. The Tour highlights the companies' interest in football in general and especially in the Champions League, whose sponsors include Vodafone, while SKY is presenting live broadcasts of all 125 matches, the best of which in high definition.

Organised by the **It's Cool** agency, the roadshow has begun in Bari, Puglia's largest city, and has been going on until May 2007. Turin is the last date.

The appointment in Turin is set for Saturday 19 and Sunday 20 in Piazza Vittorio Veneto, from 10am to 1pm and from 3pm to 7pm – a non-stop event featuring games, activities and lots of sport for families, children and sports fans.

A weekend of fun, which will be promoted in advance by a team of entertainers between Wednesday and Friday, in the city's main meeting places. What's more, a team of promoters will hold a mock football match to involve the inhabitants in a range of entertainments.

On Saturday and Sunday games, events, fun and lots of activities coordinated by expert entertainers will be staged in Piazza Vittorio Veneto. A huge structure for sports competitions, reproducing a penalty area, will be set up in the middle of the square. It will be the setting for a great many games and sports events, especially for children, whereas another part of the square will be set aside for people interested in discovering the services offered by Vodafone and SKY, including Vodafone SKY TV, the new digital mobile television.