



## **VODAFONE ITALIA FOR AMREF SOLIDARITY SMS FOR BLACK PINOCCHIO**

By sending a message to “48575” until May 1 Vodafone customers can donate €1 and support AMREF's children's projects.

*Bergamo, April 13, 2006* – **Vodafone Italia** is supporting the show, **Black Pinocchio - Ubu Prize 2005**, organised in Bergamo by AMREF, by making its Super Solidarity Message available to raise funds for AMREF's children's projects.

Until May 1 Vodafone customers can donate €1 by sending a message to the number “**48575**”. All the proceeds will go to AMREF.

Vodafone Italia employs 10,000 people and is part of the Vodafone Group, the world's leading mobile communications group, operating in 25 countries and 5 continents with a total of 179.3 million customers at December 31, 2005.

The social solidarity principle, in line with one of the Vodafone Group's four *Passion for the World around us* values, is an essential part of Vodafone Italia's activities, providing an ongoing link with the non-profit world through concrete support in terms of innovation and technology.