



## **Vodafone routes the Treviso Marathon over your cell phone**

### **News, traffic info and race updates free of charge via SMS**

*Treviso, March 3, 2004* - Vodafone is to be the Technology Partner for the first ever Treviso Marathon, offering the public the chance to be at the centre of the events scheduled from today until March 14, the day of the Marathon.

To mark the occasion, Vodafone is operating a free, real-time SMS service. Information on all the events connected to the race is to be made available by the Treviso Marathon Organising Committee.

Details of the service and how to register can be found in leaflets to be distributed through Vodafone One stores in the Province of Treviso.

From today until the end of the Treviso Marathon users can receive information on traffic diversions along the race route and on related initiatives organised in order to promote sport and develop awareness of the attractions, history and traditions of the Treviso region. On March 14 the service will also provide real-time updates on the progress of the race.

The service is easy to activate. Just write “**maratona on**” and send the SMS, which will be charged according to your price plan, to the Vodafone number **340 433 11 11**.

The free SMS will immediately start arriving on your cell phone.