



## THE RTL 102.5 VODAFONE RADIO LIVE TOUR GETS GOING

*First stop Naples, with a great evening of music on July 3 in Piazza del Plebiscito*

*Hosted by Megan Gale with Angelo Baiguini*

*Milan, 1 July, 2004.* The RTL 102.5 Vodafone Radio Live Tour gets going tomorrow in Naples, before taking its mix of music, shows and entertainment to Italy's leading seaside resorts over the next two months. The musical evenings, which will take place both on the beach and in squares, are to be hosted by Megan Gale and Angelo Baiguini, assisted by dancers from MAS (Music Arts and Show) in Milan.

During the tour, which will include **21 stops providing 42 days of music**, the RTL 102.5 truck will broadcast live a number of the station's programmes, such as "*Ed ecco a voi*", with Luca Viscardi, Antonio "the wolf" Gerardi and Miss Jennifer Pressman, and "*W l'Italia on the beach*" with Megan Gale and Angelo Baiguini. The programme, which is live from 11am to 1pm, is entirely dedicated to information and comment on the tour.

The two days on the beach will include shows, sports and fun events, whilst, in three areas inside the village, aspiring show business personalities can give the public a taste of their talents. At the end of the two days the best DJ, best VJ and best dancer during the stop will be chosen by DJs Tin Tin, Alan Palmieri and Rudy Smaila.

Starting at 7pm on the first day of each stop, the public will be invited to a Happy Hour of music and drink in the company of Megan and the RTL 102.5 DJs.

Finally, the highlight of the two days in Naples, programmed for July 3: in Piazza del Plebiscito the first big free show with Megan Gale and Angelo Baiguini. Star guests and great music. Simone and the Zero Assoluto are among the ever-present guests of the RTL 102.5 Vodafone Radio Live Tour. The evening will end with a live concert by Paolo Meneguzzi.

There will be three gazebos at the centre of the village where Vodafone live! products and services for the young will be on show, including MMS, java games, polyphonic ringtones, and exclusive services on the *Festivalbar* and Vasco Rossi on Tour.

There is also a lottery competition linked to the shows: one of the spectators to have sent questions to the singers via SMS or MMS will win a Vodafone Live! handset.

The Vodafone Radio Live Tour will be advertised in Italy's main newspapers, via a poster campaign in the locations to be visited by the tour and provincial capitals, and via adverts in the regional sections of *TV Sorrisi e Canzoni*.

Information, photos and pictures can be found at [www.190.it](http://www.190.it) and on Vodafone Live! in the special areas dedicated entirely to the Vodafone Radio Live! Tour.

**RTL 102.5 Vodafone Radiolive– dates**

**2-3 July : Naples**

**9-10 July: Marina di Pietrasanta**

**16-17 July: Jesolo**

**23-24 July: Rimini**

**25-26 July: Senigallia**

**27-28 July: Pescara**

**29-30 July: San Benedetto del Tronto**

**31 July -1 August: Vasto**

**2-3 August: Vieste**

**4-5 August: Ostuni**

**6-7 August: Gallipoli**

**9-10 August: Siderno**

**11-12 August: Tropea**

**13-14 August: Catania**

**15-16 August: Menfi**

**17-18 August: San Vito Lo Capo**

**19-20 August: Bagnara Calabra**

**21-22 August: Amantea**

**23-24 August: Salerno**

**25-26 August: Sabaudia**

**27-28 August: Fregene**