



A SUPER MESSAGE TO SUPPORT SCIENTIFIC RESEARCH

Vodafone's Solidarity SMS to raise funds for the Città della Speranza Non-profit Foundation

Padua, November 4, 2004. From today Vodafone is making its Super Solidarity Message available to raise funds for research carried out by the Città della Speranza Foundation.

The Città della Speranza Foundation is ten years old. Since its creation the Foundation has built a new Paediatric Onco-Hematology Unit for Padua's Hospital Trust, a Day Hospital and Research Laboratories. From 1999 the Foundation has financed scientific research into infantile neoplasia, earmarking at least €1m a year over the next ten years. All research projects are assessed by an International Scientific Committee, which includes leading Italian and overseas experts. The Paediatric Onco-Hematology Clinic is Italy's main centre for leukaemia diagnosis and a leading European centre for the diagnosis of lymphomas, sarcomas and liver tumours.

“Once again we are reminded of how much science and research depend on our efforts and that behind the science and the research there are the faces, the names and the stories of children eager to find out what the future holds in store,” commented Dr Stefano Bellon, Vice Chairman of the Città della Speranza Foundation. “Our Foundation is now Italy's leading centre for research into paediatric onco-hematology and its diagnosis. With the help of our researchers and generous donors, thanks to whom no fundraising target is unachievable, we wish to become a reference point for Europe as a whole. For this reason it gives me great pleasure,” added Bellon, “to activate this new form of fundraising, Vodafone's *Super Solidarity Message*, which will help us to find new resources to finance research into infantile neoplasia”.

All Vodafone customers can thus donate **€1 (VAT included)** to the Città della Speranza Foundation by making a simple, everyday gesture, and sending an SMS to the **short number 4333250**. The cost of the message will be automatically deducted from topup cards or charged to the customer's next phone bill.

The service allows customers to send one or more solidarity messages (of up to 160 letters), freely expressing a few words of support. In reply donors will receive a text message of thanks with the Foundation's web site address. A number of the messages received will be published at www.cittadellasperanza.org.

“The more than 8 million SMS received so far are not only a great result in terms of funds raised, but also in terms of the generosity shown by Italians and by our customers in particular, who were the first to take to this form of giving,” states Caterina Torcia, Vodafone Italia’s Corporate Social Responsibility Manager. “Young people,” she continued, “who did not previously represent your ‘average Italian donor’, have, on the other hand, used this simple, everyday method of donation to help fund projects, thereby creating a culture of participation and solidarity”.

The *Super Solidarity Message* has been very successfully used in the past to raise funds for a range of social initiatives, such as CESVI’s “Let’s stop AIDS in its tracks” project, support for victims of the floods in Friuli in 2003, the *Lega del Filo D’Oro* and, from this year, numerous projects run by AIRC and Telefono Azzurro and for the children of Beslan.