



KOMEN ROMA RACE FOR THE CURE

From May 5 to June 9 Omnitel Vodafone will lend its support to the Komen Roma Race for the Cure by means of its Super Solidarity Message which allows **customers to donate one euro to the fight against breast cancer by sending an SMS to this number: 4333252.**

The cost of the *Super Solidarity Message* will be automatically deducted from the prepaid card or charged to the customer's phone bill. The entire amount, **excluding VAT, will be turned over to the non-profit organization at no additional cost and with no earnings for Omnitel.**

The service allows customers to send one or more *solidarity message* (of up to 160 characters) and receive an SMS with information about the non-profit organization or the status of its fund-raising efforts.

The donor is free to choose the message content and may write a few words of solidarity in up to 160 characters. Omnitel Vodafone will gather these words of solidarity and publish them anonymously at www.omnitelvodafone.it.

The Super Solidarity Message is currently used to gather funds for campaigns carried out by CESVI and Poste Solidali.