



## **5.000 VODAFONE ITALIA PEOPLE BACK THE “FABBRICA DEL SORRISO”**

Vodafone Italia is the technological partner for Mediaset’s *La Fabbrica del Sorriso* (“The Factory of Smiles”) TV fundraising initiative that aims to collect money for children in need.

Vodafone is making its **190 customer service number** available between October 8 and 15, 2003, in order to collect donations over the phone. The service will be operated by around 5,000 people, whilst 190 callers will be greeted by a message of welcome from Michelle Hunziker.

Donations can be made by sending a **Super Solidarity Message**: a pledge of €1.00 can be made by sending an SMS to the number **42942** and, for the first time, **it will be possible to give €2.00** by sending an SMS to the number **42747**.

The *Super Solidarity Message*, conceived by Vodafone Italia in April 2002 as a means of collecting funds for charity, has so far raised a total of €4m.

The Super Solidarity Message enables customers to give a pre-established sum to charity by simply sending an SMS. The cost of the service is automatically deducted from the customer’s top-up card or charged to his or her next phone bill.

Each message costs €1.00: this amount (net of VAT) is sent to the charity with no additional costs or earnings for the Company.

In the case of the “*Fabbrica del Sorriso*” initiative Vodafone Italia customers alone have been given the chance to donate €2.00 with each message.

Vodafone Italia was awarded a prize for the best social marketing project following the use of its Super Solidarity Message to raise funds for CESVI’s “Let’s stop AIDS in its tracks” campaign.