



VODAFONE SUPPORTS “CLEAN SPORTS”

COMPETITION FOR SPECTATORS TO BE LAUNCHED

“PHOTOGRAPH AND WIN A PRIZE”

The Vodafone Bergamo Triathlon to be run on June 2, 2005.

Bergamo, May 23, 2005 – **Vodafone Italia** is the main sponsor of the “*1st Vodafone Bergamo Triathlon*” and is backing sports clubs and local institutions in their fight for clean sports, free from drugs and violence.

To coincide with the sporting event on June 2, Vodafone intends to stir up interest among the public by organising a competition entitled “*Photograph the Triathlon and win a prize*”. Spectators will be invited to use their cell phones to photograph the most entertaining parts of the race and send the pictures via MMS (charged according to their regular price plan) to **346 4646455**.

A jury of experts will then award the prize to the most amusing and original photo. The winner will be presented with a Vodafone Live! UMTS cell phone worth €399 (a Motorola V1050). The regulations will be published at www.triathlon.bg.it

Vodafone is also *partner* of **Radio Number One**, which will invite listeners, in the days leading up to the event, to send an SMS with their thoughts on the issues of drugs and clean sports.

For further information contact:

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