



**VODAFONE ITALIA IS MEDIA PARTNER FOR THE TURIN 2006  
WORLD FENCING CHAMPIONSHIPS**

**SMS service provides information on the programme of events  
and competition schedule simply by sending a message with  
the text “scherma” to 340 4399100.**

*Turin, 28 September 2006* – **Vodafone Italia**, media partner for the Turin 2006 World Fencing Championship and also technology partner for the Municipality, is presenting a free SMS information service for the event and the numerous matches scheduled from 29 September to 7 October.

Anyone wishing to register for the service just has to send an SMS to 340 4399100 (at the cost of a normal message) with the text “scherma” and they will automatically receive, only for the duration of the event, free information on the competition schedule sent directly to their mobile phone. To cancel their registration, all they need do is send an SMS with the text “scherma OFF” at any time to the same number.

Vodafone Italia, Italy’s second largest mobile operator, has always been involved in the promotion of events held in Turin, where from the start it has taken an interest in making its services and technology available as a means of communicating directly with the general public.