



PRESS NOTE

TIM TROPHY 2013: JUVENTUS, MILAN AND SASSUOLO TAKE THE FIELD IN REGGIO EMILIA ON 23 JULY

Rome, 24 June 2013

TIM, the official sponsor of the Serie A League (the Italian Premier League), presents the TIM TROPHY 2013, the first of the Italian summer football trophies, which will be held on 23 July in the "Città del Tricolore" stadium in Reggio Emilia at 20:45.

The traditional triangular tournament, now at its thirteenth edition, will feature Juventus, Milan and the newly promoted Sassuolo which will compete in matches of 45 minutes each.

TIM takes top football to Emilia Romagna to celebrate the promotion of Sassuolo, which for the first time in its history will take part in the Serie A championship.

From this year, the TIM Trophy too joined #ilcalcioèdichiloama (Football belongs to those who love it), the initiative aimed at promoting the true values of football to recover the idea of a sport characterized by fair play and healthy supporting.

During this edition of the TIM trophy too, Telecom Italy launches the contest "TIM ti porta in campo" (TIM takes you onto the field), thanks to which six lucky customers of TIM will be able to follow the triangular tournament matches from the exclusive TIM bench located on the sideline.

Moreover, from this year, as part of the "TIM ti porta in campo" initiative, fans will also be able to take part in the "TIM Challenge" dedicated to TIM customers, who will have the chance to demonstrate their football skills by sending photos and videos to the www.timtiportaincampo.it website, thus participating in a real "talent championship" the outcome of which will be decided also by the network community.

The four most voted fans will be invited to take the field before the game to attempt to hit the crossbar from a distance of about 40 meters. Those who will succeed, having two attempts each, will win 10 years of TIM top-up vouchers.

You can participate in the contest from July 5 to 16 through the Official Facebook Pages of TIM and Serie A TIM and through the www.timtiportaincampo.it website, where you can find the regulations and all the details of the initiative.

The event is organized in collaboration with Master Group Sport.

TIM, the mobile telephony brand of Telecom Italia, has been close to the world of football since 1998, supporting and promoting sporting events of great social and aggregational value. TIM is a sponsor of the Serie A Championship and of the main events of the Serie A League.

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