

PRESS RELEASE

“FABBRICA DEL SORRISO 2012”: €1,630,000 COLLECTED FOR DISABLED CHILDREN MORE THAN 300 MINUTES OF NEWS BROADCAST ON TV

Excellent results for the **Fabbrica del Sorriso** (Smile Factory) campaign that aired all last week and ended on Sunday 25 March.

Despite a difficult economic period, viewers responded generously to the ninth fundraiser by **Mediafriends Onlus** (Mediaset, Mondadori and Medusa) on behalf of four major projects related to child disability.

Thanks to appeals from the programmes of Channel 5, Italia 1, Retequattro, the all-news network TgCom 24, Mediaset's other digital channels and the radio station R101, this year the **Fabbrica del Sorriso** raised a total sum of **€1,630,000**. And this is only an initial assessment of the operation because the current account at Montepaschi is still active (IBAN IT92R0103020600000055555575) and available for those who prefer to donate by bank transfer.

But beyond the fundraising, this year the campaign has had an important role in building public awareness: the most important programmes of the Mediaset schedules, including an episode of “Matrix”, examined the issue of child disability with a total of over 300 minutes of airtime.

Mediafriends thanks the many people of Mediaset and R101 who participated in this charity marathon, first of all the journalists who gave first-hand accounts of projects of the organisations that will receive funds: **Benedetta Corbi, Stella Pende, Salvo Sottile, Toni Capuozzo** and **Alessandro Banfi**, who also coordinated all the operations in the news area.

For more information on the initiatives of **Mediafriends Onlus** and the projects realised by the **Fabbrica del Sorriso** visit the sites www.mediafriends.it and www.fabbricadelsorriso.it

Cologno Monzese, 27 March 2012