



**RAOUL BOVA, ALESSIA MARCUZZI,  
TONI CAPUOZZO E GIULIO GOLIA  
UNITED IN SUPPORT OF  
“LA FABBRICA DEL SORRISO”**

The theme of the seventh edition:  
**HELPING SICK CHILDREN IN ITALY AND ABROAD**

Retraining in its **seventh** edition is **La Fabbrica del Sorriso**, the charity initiative promoted by **Mediafriends**, the charity association formed by **Mediaset**, **Mondadori** and **Medusa**.

For a whole week, from **Sunday 14 to Sunday 21 March 2010**, all of the schedules of the **Mediaset channels**, **Mediaset's digital terrestrial platform** and **Radio R101** will be involved in a big charity telethon that will focus on children's health.

**Raoul Bova**, **Alessia Marcuzzi**, journalist **Toni Capuozzo** and iena **Giulio Golia** - with their faces, time and credibility - will be representatives of the charity organisations that this year **La Fabbrica del Sorriso** will support.

On the **Mediaset channels** the charity marathon will begin on Sunday 14 March with the 1pm edition of the Tg5 news programme. The baton will then pass to Barbara D'Urso in the studio of "Domenica 5". Every day on Canale 5, the magazine programmes of Videonews "Mattino Cinque" and "Pomeriggio Cinque" will cover the activities of La Fabbrica del Sorriso, with dedicated services and updates for viewers on the funds being raised.

Also Rita dalla Chiesa, from the "Forum" courtroom, will talk daily about the appeal. On Thursday 18 "**Matrix**" will dedicate a special edition to La Fabbrica del Sorriso, with the four testimonials in the studio. On Italia1, on Wednesday 17, "Le Iene" will broadcast a special filmed by Giulio Golia in the Democratic Republic of Congo. "Pokermania", on Monday 15 and Friday 19, will feature two special episodes, with personalities from the world of entertainment as players, the prizes won will be entirely devolved to La Fabbrica del Sorriso.

On Retequattro, Emanuela Folliero, on Sunday 14 March, will present a special programme about the charity initiative, with in the studio Giulio Golia and Toni Capuozzo who will talk about their moving experience in Cambodia and Congo. The telethon will end on Sunday **21 March** and the total sum raised will be announced.

During the week many entertainment, news and current affairs programmes of Mediaset's three channels will dedicate space, in their own style and in line with their editorial positioning, to the work of La Fabbrica del Sorriso.

Also **R101**, the radio station of the **Mondadori Group**, will be directly involved during the week in the appeal for funds for La Fabbrica del Sorriso. Across the schedule, every day the presenters will remind listeners about the initiative and how they can donate.

In six editions, **La Fabbrica del sorriso** has raised around **EUR 34 million**, providing funds for some **135 charitable associations**.

Always concerned about the health and protection of children, also this year **Mediafriends** has selected an initial group of **four associations** who place at the centre of their humanitarian efforts the provision of healthcare for children.

The associations which, thanks to the donations received, will be able to finance their projects to the tune of **EUR 500,000** each. are: **FONDAZIONE FRANCESCA RAVA - N.P.H. ITALIA ONLUS** (Haiti, testimonial Raoul Bova), **AISTMAR** (Italy, testimonial Alessia Marcuzzi), **SOLETERRE ONLUS** (the Democratic Republic of Congo, testimonial Giulio Golia), **CIAI ONLUS** (Cambodia, testimonial Toni Capuozzo).

A successful appeal will also make it possible to support a second group of **associations**. In the selection of the efforts to support this year, it was not possible for Mediafriends to ignore the difficult situation that prevails in **Haiti**, following the terrible earthquake that struck the country in January. Consequently, also in the second group, Mediafriends has decided to help **four associations** that work on the island: **InterSOS, Operation Smile, Save the Children** and **Sos Italia Villaggi dei bambini**.

The banking channel for donations to **La Fabbrica del Sorriso** is **Monte dei Paschi di Siena**. Donations can be made by a free-of-charge direct debit at the bank or using the group's ATM network. The relevant sort code for all donations is: **IBAN IT92R01030206000005555575**.

Moreover, it will also be possible to donate **EUR 2**, via SMS to the number **45503** from **TIM, Vodafone, Wind, 3** or **Coop Voce mobiles**. **EUR 2** or **EUR 5** can also be donated by calling **45503** from a **Telecom Italia land line**.

**Smile Cards**, donation cards costing **EUR 2**, can be bought at all **Unes** outlets across the country. While both **Unes** and **Sisa** will donate **EUR 1** to **La Fabbrica del Sorriso** for every Easter egg bought in their supermarkets.

Finally, "**Amici**" will produce an exclusive **Poster Collection** with the best photographs of the finalists. All of the income deriving from this initiative will be donated to the Mediafriends appeal. The Poster Collection will be available at all newsstands from mid March, at a cost of EUR 4.90.

For more information please go to [www.fabbricadelsorriso.it](http://www.fabbricadelsorriso.it) e [www.mediafriends.it](http://www.mediafriends.it)

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