



Announcing the start-up of Radio Dynamo, the radio station that makes things better

Media info

ASSOCIAZIONE DYNAMO CAMP ONLUS

Dynamo Camp (www.dynamocamp.org) is Italy's first Recreational Therapy camp, set up specially to host children and teens between the ages of seven and seventeen who have serious and chronic illnesses, free of charge, either during their treatment or after they have come out of hospital. The majority of Camp guests have haematology cancers or neurological diseases.

Dynamo Camp first opened its doors in 2007, when it hosted 60 children. That number rose to 218 in 2008, and more than 500 in 2009. The Camp's goal is to host 750 children in 2010 during its summer sessions, Easter and Christmas holidays, and family weekends. The project is both national and international: children come from all over Italy (in the summer of 2009, 40% came from northern Italy, 28% from central Italy, and 32% from southern Italy), as well as children from outside Italy who are undergoing medical treatment in the country). Children are also welcomed from other countries, particularly Europe, the Mediterranean basin and the Middle East.

Dynamo Camp facts and figures for 2009: 500 children guests; 12 programmes; average number of children hosted during each haematology cancer individual session 55; number of partner hospitals in Italy 34; 34 different diseases covered; 56 associations working with Dynamo Camp; 330 volunteers; 1 Director of Medical Affairs and 10 volunteer doctors; 26 people on the seasonal staff, and 23 year-round employees.

The Camp began working year-round in 2010, holding sessions every month of the year.

Dynamo Camp is Italy's first camp to be part of the Association of Hole in the Wall Camps founded by Paul Newman, which now spans the globe. The first camp of its kind was set up in Connecticut (USA) in 1988. At present, 11 camps are up and running around the world, and still more are being set up (www.holeinthewallcamps.org). Worldwide, over 200,000 children from all 50 US states and 39 different nations have taken part in the project. Camps have catered to the sufferers of more than 150 different diseases, and each year involve over 10,000 volunteers.

RADIO DEEJAY

Radio DEEJAY first began broadcasting on 1 February 1982. The station immediately established a reputation for being completely original and presenting a truly innovative style.

Radio DEEJAY is Italy's largest private radio station with 6,276,000 listeners (daily average). 12,387,000 people tune in every week, making it a go-to location for young people, and an out-and-out advertising target market leader. Radio DEEJAY stands out from the competition by focusing on quality, hiring the best DJs, and setting trends.

The station's musical programming is highly selective, and based on identifying and launching new trends: all successful new recording artists are featured on Radio DEEJAY.

The radio station's unique and original formula leverages a schedule based on extraordinary radio personalities, who are the broadcaster's true asset.

Linus, who has been Director of Content since 1995, has created programmes that create an unmistakable mood and implement a unique stylistic approach.

Radio DEEJAY's pre-eminence can be summed up by the total overlap of its broadcasting goals and the experience of its listeners, who identify with the deejay world.

TELECOM ITALIA

The Telecom Italia Group supplies technological infrastructure and platforms over which voice and data are transformed into advanced telecommunications services and leading-edge ICT and media solutions, which are not only tools for growing the Group, they help to advance the nation as a whole.

Flagship brands Telecom Italia, TIM, Virgilio, La7, MTV Italia and Olivetti are icons familiar to consumers and guarantors of reliability and competency. The Group's bywords are customer-centric focus and technological innovation. Its streamlined



organization leverages a focus on quality of service, easy-to-understand offerings, attentiveness to the customer contact experience, and ongoing R&D at TILab's facilities.

With 16.1 million retail landlines, 7 million retail broadband customers and 30.8 million mobile lines, Telecom Italia is not only Italy's domestic fixed-line and mobile telecommunications leader, it has a major presence in Latin America, where TIM Brasil supplies 41.1 million mobile lines and is a major player.