

PRESS NOTE

TELECOM ITALIA SPONSOR OF THE PREMIERE EVENT OF THE MOVIE
"BIANCA COME IL LATTE, ROSSA COME IL SANGUE"

In support of the initiative planned for 4 April in Rome, cubovision, cubomusica.it and cubolibri.it to offer exclusive digital content

Rome, 26 March 2013

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Telecom Italia, sponsor of the premiere event of the movie "Bianca come il latte, rossa come il sangue" (White like milk, red like blood) - which will take place on 4 April in Rome at The Space Cinema Moderno at 20.30 - to support the event, will present a series of initiatives involving cubovision, cubomusica.it and cubolibri.it, the various platforms dedicated to live and on-demand digital content.

The premiere evening of the film by Giacomo Campiotti, produced by Rai Cinema and Lux Vide and distributed by 01 Distribution, based on the novel with the same title by Alessandro D'Avenia, will be preceded by a red carpet and live performance by Modà who participated in making the music for the film. The band will perform a 20-minute concert that will be broadcast live in more than 200 Open Sky theatres in Italy, and will then be available for free on the platform cubomusica.it of Telecom Italia.

Telecom Italia will give film, literature and music enthusiasts the chance to take advantage of a lot more exclusive content dedicated to the film.

On Cubovision.it, in the cinema CinExtra section there is special coverage dedicated to the film including photo gallery, trailer and making of with interviews with the cast, director and author of the book; on Cubomusica.it it will be possible to watch the official video of "Se si potesse non morire" by Modà (soundtrack of the film) as well as the backstage of the video clip; while Cubolibri.it will offer a complimentary reading of the first chapter of the best-selling book "Bianca come il latte, rossa come il sangue" by Giacomo D 'Avenia on which the film is based.

In addition, until 1st April Telecom Italia will dedicate a contest to TIM Young customers on cinema.timyoung.it to give away 4 tickets to meet Modà in Rome and two tickets for 180 additional winners to watch the film in cinemas throughout Italy.

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