



Press release

Media Relations

Tel +39.02.4826.3250  
Fax +39.02.4826.3614  
ufficiostampa@autogrill.com  
www.autogrill.com

**From July 15 to September 20, exclusively from Spizzico: MTV one night gadgets and a chance to go to the MTV One Night Special event**

## **Spizzico Special Event A summer spectacular together with MTV**

Milan, 14<sup>th</sup> July 2003 - July 15 sees the start of Spizzico Special Event, an operation conceived and organized by Spizzico, a proprietary brand of the Autogrill Group, in co-operation with MTV.

The initiative centers on an exclusive special edition of the **MTV One Night Special Event**, the spectacular that has been touring Italy's top discotheques for the last two years.

The "spectacular of the year", for an audience of 2,500 guests, will be held on October 4, in Milan, with more than 5 hours of music and entertainment compered by a group of international dee-jays.

**The only way to acquire a ticket is to take part in the Spizzico Special Event competition** by buying a **Special Event Menu** in one of the 140 Spizzico outlets in Italy that are taking part in the operation: the menu provides a slice of pizza, a large Coca Cola, a choice of fruit salad, salad, snack or dessert and **one of the exclusive MTV one night gadgets** (a spectacle cord, a key-ring or a cotton shopping bag).

Spizzico customers who choose the Special Event Menu will compete for prizes including **100 tickets for two people to the MTV One Night Special Event, 5 VIP weekends at the MTV studios** and a top prize of **a week in London in a limousine**, to see all the city's hot spots.

The communications project supporting the operation includes more than **1,000 mentions on MTV**, subdivided into commercials for the Special Event Menu and presentation promos for the MTV One Night spectacular, as well as the material used at Spizzico outlets. A variety of tools (banners, pop-ups, etc.) will be used on the MTV site, as links to the special mini-site created for the event, where visitors can take part in the competition, obtain information and see the gadgets.

The communication project was devised by MTV and ARC, a company in the BGS Group (Creative Director: Paolo Gorini; Art Director: Simona Regattin; Copywriter: Guido Renda).