



Press release

Media Relations

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## **Autogrill names the winners of its "25 years in music, cinema and words" competition**

# **From Europe to the United States, via New Zealand and Australia: three trips around the Autogrill world**

Milan, 25<sup>th</sup> October 2002 - Autogrill announced the names of the three winners of the "Autogrill in music, cinema and words" competition launched in March to celebrate the company's first twenty-five years of activity. The winners are **Alessandra Maramigi** from Perugia, **Manuela Sollai** from Cagliari and **Franco Gallina** from Milan.

To take part in the competition, entrants simply had to send in the title of a film, song or book in which Autogrill features: the contest attracted large numbers of entrants, enabling Autogrill to form a unique and valuable collection of spontaneous citations.

The titles that received the highest number of votes were, in the **films** category "**Pane e tulipani**" directed by Silvio Soldini, "**Tre uomini e una gamba**" with Aldo, Giovanni and Giacomo and "**Bianco, Rosso e Verdone**" directed by Carlo Verdone; in the **books** category: "**Un giorno dopo l'altro**" by Carlo Lucarelli, "**101 ragioni per non dimenticarti all'Autogrill**" by Penelope Peck and "**Il bar sotto il mare**" by Stefano Benni; in the **music** category: "**Certe notti**" by Luciano Ligabue, "**Pronto, buongiorno è la sveglia**" by the Pooh and "**Ballata di un ragazzo qualunque**" by Francesco Baccini.

### **Ready for a trip full of surprises.**

The trip around the Autogrill world begins in Italy, the Group's country of origin, proceeds to key European capitals (Autogrill has operations in Spain, Switzerland, Austria, Greece, France, the Netherlands, Belgium and Germany, where it will shortly be introducing the Autogrill brand), and then moves on the United States, Canada, New Zealand and Australia, where Autogrill operates through its North American subsidiary **HMSHost**, the leading provider outside Europe of food & beverage services in airports and on motorways.

At each stop, the winners will be welcomed by Autogrill staff who work in the airports. They will also be taken to visit the organization's sales outlets at the Empire State Building in New York and the NASA space center in Houston.

### **An original three-stranded communications project**

### **Cinema: from short films by professional names to a competition for young directors**

Using the sequences from famous movies filmed on Autogrill premises, two young but already successful directors (Florian Gallenberger and Andrea Traina) made two short films, which were presented first in Spoleto, during the Festival dei Due Mondi, and more recently at the 59<sup>th</sup> Venice Film Festival. This initiative proved so successful and attracted so much interest, especially among young people, that Autogrill has organized a competition for 100 young directors who will shoot their movies at Autogrill locations.



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### **Music: a CD for a major charity campaign**

The songs voted in the competition have been used to create a compilation entitled "**Autogrill... da 25 anni l'Italia che va**" which contains six songs in which Autogrill is mentioned (**Lupo solitario Dj** by Marco Ferradini, **Pronto, buongiorno è la sveglia** by the Pooh, **Ballata di un ragazzo qualunque** and **Preghierina** by Francesco Baccini, **Il Funkytarro** by the Articolo 31, **E vai!!!** by Gigi D'Alessio) and four songs linked to the theme of travel (**Andavo a 100 all'ora** by Gianni Morandi, **Anyway** by Enrico Ruggeri, **7.40** by Lucio Battisti, **Nuvolari** by Lucio Dalla).

The CD links the communications project for Autogrill's 25 years of operation with a major fund-raising scheme. The compilation is on sale in all Autogrill outlets in Italy. The price is 10 euros, of which 5 will be donated immediately to Telethon, while any amount remaining once production costs have been covered will also be donated to the campaign, since Autogrill is forgoing all profits from sales of the CD.

### **Books: photographs of people on the move**

A book of photographs reproducing the book extracts referring to Autogrill which were voted in the competition is being produced.