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## WITH ENEL, RAISPORT AND RAINET, THE WORLD SWIMMING CHAMPIONSHIPS ARE ALSO ONLINE

*As from today, websites <http://roma2009.enel.it> and [www.roma2009.rai.it](http://www.roma2009.rai.it) are giving all fans the opportunity to follow competitions, results and statistics of the world swimming championships live. The websites also offer exclusive interviews with their favourite champions, using innovative on-demand technology.*

**Rome, July 20, 2009** – Real-time updates, live RaiSport videos, exclusive interviews, competition schedules, results and on-demand contents: these are just some of the web initiatives that Enel, RaiSport, and RaiNet are rolling out today for the 2009 World Swimming Championships, of which Enel is an official partner.

Website <http://roma2009.enel.it> gives fans the opportunity to track the exploits of their favourite champions of the Enel Dream Team: Federica Pellegrini, Luca Marin, Massimiliano Rosolino, Filippo Magnini, Alessia Filippi, Valerio Cleri and Tania Cagnotto.

At the same time, the partnership continues on the dedicated RaiSport site [www.roma2009.rai.it](http://www.roma2009.rai.it), with the co-branding of the multicast page, customised through the videoblog and the campaign launched by company: six video streams from the international feed allowing fans to select what event to watch in real time from among swimming, diving, water polo and synchronised swimming. On the RaiSport site, you can watch all the events live, both on Rai's general programming channels and on RaiSport Più, using truly innovative technology. Rai's sports programming will also be available in high definition with instant replay.

With the World Swimming Championships, Enel is also strengthening its presence in the social media sector, with a digital communications project developed with Sipra that seeks to inform, share and engage web users. Sipra, a Rai Group company, has worked with Enel, RaiSport and RaiNet to develop an innovative solution that offers special contents in addition to traditional advertising. With Enel Sharing – the official name of the initiative but also the account name on Facebook, Twitter, Flickr and Friendfeed, you can track the seven athletes of the Dream Team. The content created exclusively for Enel by RaiSport will also be available on the Enel Video YouTube channel.

This is not the only Enel initiative in support of this major sporting event and Rome itself: for three consecutive weekends, the company has organized temporary swimming pools in three suburbs of Rome – Primavalle, Talenti and Tor Bella Monaca – thus giving young people and adults the opportunity to swim with the champions of the Enel Dream Team. Furthermore, in a number of important Roman squares – Piazza San Lorenzo in Lucina; Piazza Mignanelli, Piazza San Carlo, Largo Goldoni, Piazza San Martino, Piazza delle 5



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Lune – the most promising among young artists from the Academy of Fine Arts have created swimming-themed trompe l'oeil works, while Piazza di Spagna is the site of a more than 3 metres tall statue, specially created by sculptor Felix PolICASTRO, depicting a swimmer at the starting blocks.

Support to swimming is part of Enel's initiatives for sport activities with strong local roots, which combine the positive values of sport, fair play, respect for rules, quality and reliability with Enel's guiding principles: its code of ethics, strict governance rules, transparency and environmental policy. With this initiative, Enel confirms its focus on the community and its needs, providing social and cultural opportunities to the general public.