

NOTA DE PRENSA

PRESS RELEASE

TELEFÓNICA SEEKS RAFA NADAL SUPERFANS FOR ONCE IN A LIFETIME CHANCE TO TRAVEL WITH TENNIS PLAYER TO TOURNAMENT IN BUENOS AIRES

- Telefónica launches online competition for Movistar, O2 and Vivo customers in 21 countries to find the most innovative and passionate Nadal fans
- Participants are invited to upload photos and videos that best demonstrate Number 1 fan credentials (using *hashtag* #MovistarFanNadal)
- Winners will travel as part of Rafa's entourage to Buenos Aires in February 2015 for unforgettable experience to see him play in tournament

Madrid, 19 de November.- Telefónica & Rafa Nadal today launched an online competition that will run to December 14th on popular social network platforms as well as a dedicated competition website. The campaign seeks to find the Spanish tennis player's most obsessive and imaginative super fans. Five lucky winners will get the chance to accompany Nadal on an exclusive trip to the Buenos Aires tournament in February 2015

The competition is open to all Telefónica customers on the Movistar, O2 and Vivo networks in 21 countries worldwide.

To enter contestants are encouraged to post the most original and creative updates, photos or videos from their Twitter, Instagram or Facebook profiles using the *hashtag* #MovistarFanNadal. There is also a dedicated Facebook page 'Vive Telefónica' where fans can post evidence of their true adoration.

The competition goes live today and has the joint backing of Telefónica and Rafa Nadal himself, a Brand Ambassador since last June.

All content uploaded using this hashtag will be monitored on hosted web platform and dedicated site www.movistarfannadal.com from where content can be viewed and socialised. The page will also keep a track of rankings. The jury comprises representatives from Rafa Nadal's camp and Telefónica.

This initiative was unveiled through a teaser campaign consisting of three videos featuring Nadal and people close to tennis shared through Rafa Nadal and 'Vive Telefónica' channels.

Dedicated competition website: www.movistarfannadal.com