

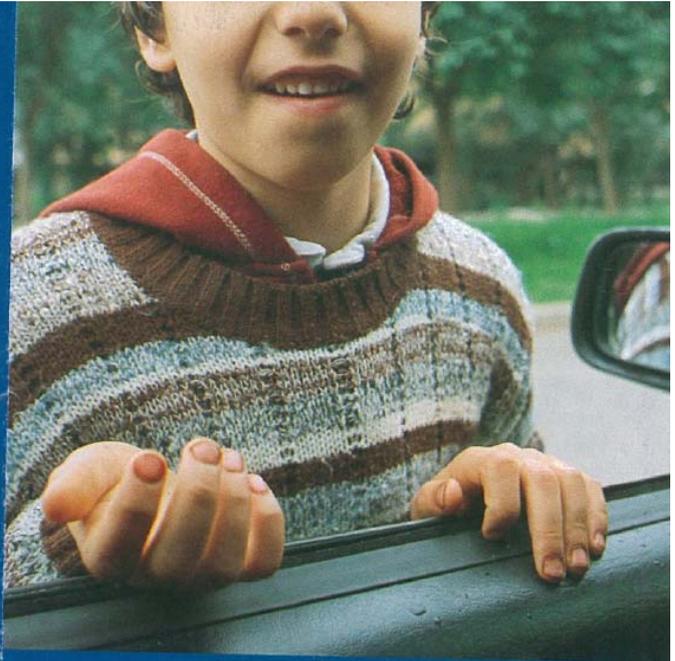
SCHEMA COMUNE DI ROMA

Translated 4 July, 2006

In February of 2003, Rome's Social-Political Council launched its programme for foreign abandoned children and abandoned children of gypsies from Eastern Europe. Too often these poor children are found left to beg on the streets, wash car windows at traffic lights, or engage in petty burglary. Fortunately, the council has at its disposal a small villa in the wooded suburb so that in cases where the identities of such children must be ascertained by police and carabinieri, the children have a shelter where they can spend their time in a fun, constructive manner. These children are in fact received and followed by educators, medics and mediators. However, just as important is the fact that parents and/or caretakers are held responsible to pick up their children in person, while at the same time being required to demonstrate themselves as the children's actual legal guardians, agreeing to interviews in which they are briefed by workers certified and knowledgeable in Italian law or even eventual aid from which they could benefit. Furthermore, the council has set up a hotline (06-61532567) to report sightings of young beggars.

As endorsers of the project, the Italian UNICEF community has supplied the centre with instructive material and a publication by children's writer Bianca Pizzorno (authoress of *L'Isola degli smemorati* – Island of the Forgetful); her publication deals with the rights of children who have been extremely neglected, and it has been translated in Rumanian under the title "Insula uitucilor" in view of the fact that Rumanian is the first language of the majority of children hosted at the shelter. For further information, please refer online: www.comune.roma.it/dipsociale (Italian only).

PAN Advertising 04/04



 **Centro Contrasto**
Mendicita' Infantile

50000 - cod. 4608

Una telefonata
è l'aiuto migliore

The best way to help
is to place a call.

Il Centro di contrasto alla mendicizia infantile.

Anche nella città di Roma vi sono minori costretti alla mendicizia. Bambini e bambine cui vengono in questo modo sottratti diritti fondamentali, come quelli al gioco, allo studio, ad una crescita serena. Per tutelare e garantire i diritti di questi bambini è nato, nel febbraio del 2003, il Centro di contrasto alla mendicizia infantile.

Gli obiettivi del progetto:

- prendersi cura dei bambini che chiedono l'elemosina;
- sostenere le loro famiglie nell'assumere le proprie responsabilità;
- garantire che i bambini vadano a scuola;
- accogliere in strutture protette i bambini vittime di racket.

Il Centro è in grado di accogliere i bambini sottratti alla strada in un ambiente familiare e sereno: un villino con giardino dotato di spazi per il gioco e per gli incontri con le famiglie.

Il progetto, finanziato grazie alla legge 285 del 1997 "Interventi per l'Infanzia e l'Adolescenza", ha ricevuto il patrocinio dell'Unicef.

Al Centro è stato dedicato anche un libro per bambini: "L'Isola degli Smemorati", scritto da Bianca Pitzorno.

Una telefonata è l'aiuto migliore che puoi dargli.

Segnalaci i bambini soli che incontri per le vie della città. Roma li assiste garantendo i loro diritti.

Al servizio, nato in coincidenza con il primo anno di attività del Centro di contrasto alla mendicizia infantile, rispondono operatori qualificati, con il compito di raccogliere la segnalazione da parte dei cittadini e attivare la Polizia Municipale e le altre Forze dell'Ordine.

Non si tratta di un'attività di pronto intervento, non si sostituisce cioè ai servizi istituzionali realizzati dalle Forze dell'Ordine; permette però di attivare interventi mirati di vigili, polizia e carabinieri.

Il progetto è stato condiviso con il Tribunale per i Minorenni e con la Procura presso il Tribunale per i Minorenni, oltre che con la Prefettura di Roma.

Il numero **0661532567**

è attivo tutti i giorni
dalle ore 9.00 alle ore 18.00.



The "Centro di contrasto alla mendicizia infantile"

Translated 5 July, 2006

Even in Rome some children are forced to beg. The young boys and girls who come to the centre have been deprived of fundamental rights, such as playing, studying and growing up in peaceful surroundings. To protect and guarantee the rights of these children so that they are not forced to beg, this Youth Centre was created in February, 2003.

The goals of the shelter are as follows:

- To care for children who beg for charity
- To support their families by helping them deal with their own responsibilities
- To guarantee these children the right to education
- To shelter exploited/extorted children in a protected environment

The centre can host children rescued from the streets and protect them in serene, domestic surroundings: the villa itself includes a small garden with plenty of space for children to play in, as well as an area for conducting family meetings.

The project - financed thanks to the 1997 law 285 entitled "Interventi per l'infanzia e l'Adolescenza" (Aid for Youth and Adolescents) - has been endorsed by UNICEF.

At the shelter, the children's book "L'Isola degli Smemorati" (Island of the Forgetful) by Bianca Pitzorno has also been dedicated.

The best way to help him is to place a call.

Translated 5 July, 2006

We'd like to know whenever abandoned children are sighted on the city streets. The city of Rome will help guarantee their rights.

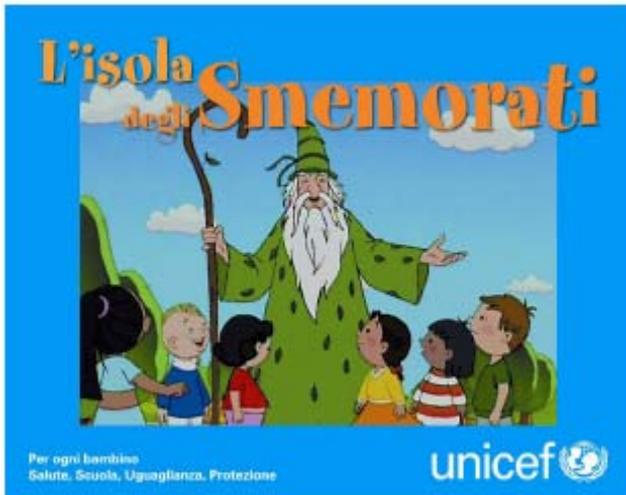
At this hotline, created the same year the "centro di contrasto alla mendicizia infantile" began operations, qualified operators answer calls with the job of collecting data provided to them by concerned citizens, sometimes requiring them to activate the city police, Carabinieri or similar law enforcement agency.

This is not a First Aid service, nor is it a substitute for law enforcement; rather, it is a service that activates these kinds of agencies as needed.

This service is carried out in conjunction with the "Tribunale per i Minorenni" (Juvenile Court) and its attorney on location, as well as with Rome's prefecture.

The 0661532567 hotline is active every day from 9.00 to 18.00.

Per ogni bambino
Salute, Scuola, Uguaglianza, Protezione
For every child Health, Education, Equality, Protection



This animated cartoon is based on Bianca Pitzorno's book "L'isola degli Smemorati". The idea behind the project, realised for UNICEF, came about during the Rome Social-Political Council's presentation of a project for the creation of a shelter for abandoned children— children often forced to beg for a living, many of them from Eastern Europe (Bosnian, Rumanian, etc.) to whom a recreational space where they can play has been provided.

Only later was the idea born to create an animated film produced by Orlando Corradi for MONDO TV SpA and the CORRADI

FOUNDATION.



Over the course of a chronological sequence of surreal, entertaining episodes in the company of Lucanòr the Wizard and a bevy of other characters, this story narrates the rights of children as sanctioned by the Convention on the Rights of the Child, approved by the general assembly of United Nations 20 November, 1989. In the story, 8 shipwrecked children wash ashore the Island of the Forgetful where 8 elders have been living for quite some time. Apparently, most of these elders have forgotten the rest of the world— even the very existence of children! The only one who remembers everything is the old wizard Lucanòr who has 3 talking friends: Corricorri the dog, Uà the seagull and Splash the fish. They will be the ones to keep watch over the children, while defending their rights. We thus follow our island heroes throughout the story as they make their way along small white beaches, rocks and ponds on an island abundant in lush plants and fragrant fruits— an island where the rights of children are never forgotten.

The voice of Lucanòr is "LINO BANFI". Additional voices include: **SIMONA MARCHINI, DANIELA POGGI, MILLY CARLUCCI, AMANDA SANDRELLI, LUNETTA SAVINO, MARIA AMELIA MONTI, TIZIANA FOSCHI, FRANCESCA DRAGHETTI, ROSANNA BANFI e poi NINO CASTELNUOVO, SEBASTIANO SOMMA, PATRIZIO RISPO, MAURO SERIO, BLAS ROCA REY, ROBERTO CIUFOLI, FRANCESCO PRANDO and FRANCESCO TOTTI.**

One interesting segment in the film is the video at the end, based on the “GIROTONDO” theme song produced by Pietro Durante (www.loscaramazze.it) and interpreted by author PATRIZIO LA BELLA, along with STEFANIA ROCCA and ALESSIO BONI— featured as singers performing on behalf of children’s charity. Clip length: 4 minutes.

“L’ISOLA DEGLI SMEMORATI”

Length: 30’

Based on the book by Bianca Pitzorno
Screenplay by Loris Peota and Clelia Castaldo
Music by Dino Morabito and Patrizio La Bella
Text supervisor: Monica Corradi
Production Director: Gian Claudio Galatoli
Regia di Kim Hyok

The characters featured were inspired by the illustrations of Lorenzo Terranera seen in the book “L’ISOLA DEGLI SMEMORATI”, published by the Italian UNICEF committee and edited by the management of Culture and Communication.

The film was supervised by the Management of Foreign Relations and the Italian UNICEF committee.

General Organisation: Rossella Del Conte
Dubbing Supervisor: Claudia Amico.

Character Design: MONDO TV S.p.A.
Animation: SEK STUDIO
Effects: Sean Neenan and Paolo Casalini
Film editing and processing: Marco Frascati – Elio Radovich
Film Laboratory Director: Benedetto Proietti
Graphic Design: Enrico Sordi

Music composed and produced by Dino Morabito and Patrizio La Bella
The voices of “Girotondo” are: Stefania Rocca, Alessio Boni e Patrizio La Bella
Voice of “Chissà”: Patrizio La Bella

Theme “DON’T WORRY” – Rome

Dubbing: DPT srl – Rome

Dubbing & Adaptation Director – Gianfranco Battistini

Mixing: Master Tracks – Rome

Theatre Sound: Stefano Maccarelli

In the name of all children, the Italian UNICEF committee wishes to thank the following:

BIANCA PITZORNO, LORENZO TERRANERA, MONDO TV, THE CORRADI FOUNDATION, THE SOCIAL-POLITICAL COUNCIL OF ROME, THE “PROMOZIONE DELLA SALUTE DEL COMUNE DI ROMA”,

and all to friends and collaborators who kindly contributed to the making of this film: the Mondo TV S.p.A. Staff, Mondo Home Entertainment Staff & Paola Comin.

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UNICEF ITALY AND MONDO HOME ENTERTAINMENT PRESENT:

L'isola degli Smemorati

ON VHS & DVD

RICH IN SPECIAL CONTENT, THIS CHARITY PROJECT IS AN ANIMATED FILM DEALING WITH CHILDREN'S RIGHTS, AND WILL GO ON SALE APRIL 6, 2006. BASED ON THE BOOK BY BIANCA PITZORNO. PRODUCED BY MONDO TV AND THE CORRADI FOUNDATION IN BEHALF OF UNICEF ITALY. PROFFITS WILL GO TOWARD THE PROTECTION OF YOUTH IN SOUTH EAST ASIA.

On April 6th, 2006 the animated cartoon combining charity and entertainment, "**L'Isola degli smemorati**" (Island of the Forgetful) will be released on **VHS and DVD for € 5,00**. Profits will go toward the UNICEF charity project for children in South East Asia, which is in itself an achievement, however, beyond the charitable feats of the project, the artistic and educational qualities of "L'Isola degli smemorati" make it a film essential to any home video library. Under the umbrella of UNICEF, the film combines the best of Bianca Pitzorno's narrative talent, the prestige of Mondo TV animation and the voices of some of the most popular figures in current Italian entertainment. In its entertaining and involving approach, the unique blend of talent, creativity and "edutainment" that defines "L'Isola degli smemorati" is sure to bring alive the topic of children's fundamental rights as sanctioned at the Convention on Rights of the Child, approved by the United Nations 20 November, 1989. Furthermore, the film will lend to support UNICEF charity endeavours for children in South East Asia, and serve also as a precious tool "cut out for kids" with which families can educate themselves about an important topic.

Many noted friends of UNICEF have lent their vocal talents to make this cartoon even more special, namely: **Lino Banfi** as Lucanòr the Wizard, **Simona Marchini**, **Daniela Poggi**, **Lunetta Savino**, **Milly Carlucci**, **Sebastiano Somma**, **Rosanna Banfi**, **Francesco Prando**, **Nino Castelnuovo**, **Roberto Ciufoli**, **Francesca Draghetti**, **Tiziana Foschi**, **Amanda Sandrelli**, **Patrizio Rispo**, **Maria Amelia Monti**, **Blas Roca Rey**, **Mauro Serio**. As a special guest for the

occasion, Football player **Francesco Totti** makes his dubbing debut, lending his voice to the friendly little crab featured in the film, while **Patrizio La Bella**, **Stefania Rocca** and **Alessio Boni** lend their vocal talents to the “**Girotondo**” theme song.

Distributed by **Mondo Home Entertainment**, the “**Isola degli smemorati**” VHS cassettes and DVDs will go on sale for € 5,00 April 6th, at all major sales locations, i.e. supermarkets, video stores, bookstores, toy stores and newsstands. The DVD version features some **great extra segments**, including: in-depth chronicles on children’s rights, a piece by **David Beckham** dealing with his UNICEF work on emergencies, and even an interactive game; the VHS version will also feature some extras in addition to the animated feature, such as a fun sing-along theme song for kids and families, as well a UNICEF orientation segment.

Milan, April 2005

Mondo HE Press Release office: InOut –Betty Schnur 02 54 10 72 36 e-mail: bsinout@multimedia.it

UNICEF Italy Press Office: tel. 06.47809234-233-287, e-mail: press@unicef.it

L'isola degli Smemorati

Background Info

With a fun and educating approach, this animated film— based on the same title seen above by Bianca Pitzorno— narrates children’s rights through the voices of 8 children, 3 talking animals, an old Wizard, and 8 forgetful adults. The plot unravels in a straight-forward manner interspersed with silly little bits centred around 8 youngsters shipwrecked on “The Island of the Forgetful” which, until then, has been inhabited only by adults. The islanders seen have completely forgotten about existence of children and their rights, while Lucanòr the Wizard, Corricroi the dog, Splash the fish and Uà the Seagull are the only ones who seem to have a correct account of the way things in fact are. It will therefore be our friends’ duty in the film to make the adults aware as well.

Striking a practical balance between educational content and engaging entertainment, this film fulfils its “mission” of narrating the fundamental rights of children, as sanctioned at the Convention on Rights of the Child, approved by the United Nations 20 November, 1989.

VHS INFO

- Price: €5,00
- Film duration: 30 min
- “Sing with Me” karaoke clip featuring “Girotondo” theme song. (Italian)
- Video clip excerpt from “Girotondo” theme song, sung by Patrizio La Bella, Alessio Boni and Stefania Rocca (Italian)

DVD INFO

- Price: €5,00
- Film duration: 30 min
- **Extra Features:**
- Informative Segment (Italian): Daniel Poggi’s work with UNICEF. Length: 6’15”

- Informative Segment (English): Vanessa Redgrave's work with UNICEF. Length: 6'15"
- Video clip dealing with children's rights as told by several children
- "Sing with Me" sing-along karaoke clip featuring "Girotondo" theme song. (Italian)
- "Guess who's talking" Interactive Game (Italian)
- TV segment
- Special Thanks
- Credits

DVD SPECS: DVD 9 – Screen 4:3 – Subtitling for hearing impaired – Italian language

L'isola degli Smemorati

More Background Info

- Presented in October, 2003, "The Island of the Forgetful" is a story written for UNICEF by Bianca Pitzorno – one of the most popular modern Italian children's writers – along with the Italian ambassadress to UNICEF. It also features illustrations by Lorenzo Terranera. The idea behind the book is based on the Children's Shelter "Centro diurno di contrasto alla mendicizia infantile", promoted by the Social-Political Council of Rome with the endorsement of UNICEF (**the book is available at UNICEF ITALY COMMITTEE sales locations**).
- The 30 minute animated short film is based on the book by Bianca Pitzorno, realised for UNICEF by **Mondo TV** and the **Corradi Foundation**. Produced especially for the 15th Anniversary of the United Nations' **Convention on the Rights of the Child**, held 20 November, 1989. The short film was aired for Television by **RAI 3**, **Sky Cinema 3** and by **RAI Sat Ragazzi**; additionally, many well known entertainers agreed to participate in the project.
- For the cost of €5,00, the film will be available for home video courtesy of Mondo Home Entertainment, starting April 6th. "Island of the Forgetful" VHS and DVD proceeds will help benefit the UNICEF project for children in South East Asia.
- **Thanks to all who participated.** Many companies have answered the call of this MONDO HE home video project in behalf of UNICEF ITALY. May this project serve as a significant stride in furthering the success and exposure of a fine cultural initiative that has earned the contributions of many.

Milan, April 2005

Mondo HE Press Office: InOut – Betty Schnur 02 54 10 72 36 e-mail: bsinout@multimedia.it