



## The DADA Group holds its annual party "Children at the Office with Mom and Dad"

*The Group's Italian offices welcome the children of their staff for an afternoon of fun and games, while continuing to focus on cooperation and solidarity.*

Florence, 22<sup>nd</sup> May, 2013 - The DADA Group's Italian offices will open their doors to their staff's children tomorrow May 23<sup>rd</sup>. The event, "Children at the Office with Mom and Dad," promoted by the Corriere della Sera, is supported this year by the Department for Family Policies of the Prime Minister's Office.

DADA has held the event for the last seven years and will again be opening its doors in Florence and Bergamo, which will be set up with play areas, entertainment and various activities, to welcome their staff's children. Once again, parents can also take their child into the office areas to give them a chance to see where the moms and dads spend their working days away from home.

As last year, the 2014 party maintains a focus on environmental and social awareness. At the Florence office, a children's wooden play area, created by the *Cooperativa Riciclaggio e Solidarietà*, will be set up. The Cooperative supports the charitable activities of *Mani Tese* of Florence as a part of their work education project "*Truciolo*," a carpentry workshop that produces wooden toys and made-to-measure furniture using scrap wood.

Continuing their support of reusing and recycling, the Florence office will again host a swap between interested staff to exchange no longer needed children's clothing and accessories. All leftover items will be donated to the Recycling and Solidarity Cooperative.

Several of the Group's foreign offices will also be participating in the initiative: *Namesco* in Worcester (UK) and *Nominalia* in Barcelona (Spain) will welcome their staff's children on Friday May 30<sup>th</sup>, while *Amen* in Lisbon (Portugal) will hold their party in June.

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*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in professional online presence services (domains, hosting, servers, online brand protection) and in a number of advanced online advertising solutions.*

*With more than 520 thousand business clients and 1.7 million domains under management, DADA is one of the leading names in the European Domain & Hosting sector and is a key player in the markets where it is active: in Italy through its established brand Register.it, as well as Spain, the UK, Ireland, France, Portugal and Holland under the brands Nominalia, Namesco, PoundHost, Register365 and Amen, respectively. With regard to online advertising, DADA is active at an international level in the Performance Advertising business.*

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