

TAKING THE VODAFONE JUSTTEXTGIVING CHALLENGE

UK celebrities embark on fundraising missions to raise awareness of text donations

LONDON, 5th September 2011: Today five British celebrities set off on a series of fundraising challenges in a bid to raise awareness that text giving can now be used by individual fundraisers, to raise funds for any registered charity, in the latest development of JustTextGiving by Vodafone.

The recent survey by YouGov revealed that over half (52%) of Britons believe that being able to donate via text message will make charitable giving more straightforward while 3 out of 4 of us (76%) actively avoid fundraisers in the street. 60% would give more to charity if they could donate spontaneously, without being limited by debit/credit card donations.

From today, people throughout the country can apply for a unique and personalised six-digit VIC or Vodafone Individual Code (e.g. LUKE01) which is free to set up and run. These text codes can then be worn during fun runs, posted on social network pages, tweeted about or sent to friends via email and text, to increase charitable donations. Every penny raised goes straight to the fundraisers chosen charity and there is no cost for the donation text. Gift Aid can also be reclaimed.

To celebrate, Denise Van Outen (**DENI53**), Amanda Holden (**HOLD71**), Lisa Snowden (**LISA75**), Kara Tointon (**KARA83**) and ex-Olympic hurdler Colin Jackson (**COLN67**) have signed up to demonstrate how easy it is to fundraise in this innovative way. Throughout the week each will take part in a different celebrity challenge with money donated to them through JustTextGiving going to a charity of their choice:

- Denise Van Outen will be running 5k in Hyde Park support of Breast Cancer Care on the 11th September
- Colin Jackson will be abseiling down the Millennium Centre in Cardiff in support of Fairbridge on the 6th September
- Kara Tointon will be taking part in a 33km endurance horse race through Bedfordshire in support of Dyslexia Action on the 18th September
- Amanda Holden will be taking part in a bake-a-thon for Great Ormond Street Hospital on the 12th September
- Lisa Snowden will be abseiling down Guy's Hospital in support of the Meningitis Trust on the 14th September

Amanda Holden said: "I hope that by completing my challenge I'll encourage people from across the UK to sign up for their own JustTextGiving code and begin raising money for a charity close to their heart. There's never been an easier way for friends and family to support your fundraising activity."

The week of celebrity challenges comes as JustTextGiving celebrates the strong progress made since its third sector launch earlier in the year. To date more than 12,000 charities have already signed up to use the service, receiving thousands of donations, with hundreds of charities joining each week as they begin to harness the power of 'text giving'.

From today, personal text codes can be created by members of the public on the www.justtextgiving.co.uk website and linked to any registered charity in Britain, with its agreement, for the free service. Individual fundraisers can then ask friends and family to text their code and 'an amount' to 70070. There is no cost for the text message and, for the first time ever, 100% of the money donated goes to the intended charity and Gift Aid can be reclaimed.

For further information or for an interview with Denise Van Outen, Amanda Holden, Lisa Snowden or Kara Tointon, please contact David Brady at Freud Communications on 020 3003 6303 / david.brady@freud.com