

21st June 2012

UK CELEBRITIES GET FUNDRAISING FIT WITH JUSTTEXTGIVING

Christine Bleakley, Roxanne Pallett and Heidi Range launch JustTextGiving's champion sponsorship of Cancer Research UK's Race for Life

Today, celebrity fundraisers Christine Bleakley, Roxanne Pallett and Heidi Range have come together to encourage women across the UK to sign up to Vodafone's JustTextGiving service and boost their fundraising potential for Cancer Research UK's Race for Life.

The trio of charity ambassadors will be joining the biggest fight against cancer by walking, jogging or running 5k to help raise vital funds for research into 200 types of cancer. They'll be joining 600,000 other women who are taking part in one of 240 Race for Life events across the UK this summer. Their aim is to get as many participants as possible to sign up for a free Vodafone Individual Code (VIC) from JustTextGiving to help Race for Life beat its fundraising target of £55million.

Christine Bleakley said: *"Getting a JustTextGiving VIC from Vodafone makes fundraising so much easier. My friends and family are now donating via text knowing that 100% of their money is going to the charity. The message is free to send and Gift Aid can be added too."*

Christine (CHRS81), Roxanne (ROXY82), and Heidi (HEID83) will be using the JustTextGiving service to fundraise ahead of their own local Race for Life events. Heidi and her mum Karen will be taking part in the Aintree event on 24th June, followed by Roxanne with her mum and aunty in Bolton on the 1st July and Christine in Richmond on 15th July.

Emma Hyatt, Head of Race for Life, said: *"We are delighted that JustTextGiving by Vodafone is supporting this year's Race for Life. We hope that by harnessing the power of text giving, our Race for Life supporters can boost their fundraising and help us reach our goal of raising £55 million this year."*

Danielle Crook, Director of Brand Marketing, Vodafone UK said: *"Over 35,000 individual fundraisers are already using JustTextGiving to raise money. We hope that our role as Race for Life Champion will encourage even more Race for Lifers to add JustTextGiving to their fundraising kit bag. It's a great way to raise money because it makes donating really quick and easy – everyone has a mobile phone and it takes just seconds to support your friends and family with a text donation"*

Individual text codes can be created by Race for Life participants on the www.raceforlifesponsorme.org website. Fundraisers can then ask friends and family to text their code along with the amount they want to donate to 70070. The text might look like this MARY92 £5. There is no cost for the text message and 100% of the money donated goes to the charity.

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About JustTextGiving

Launched in May 2011, JustTextGiving by Vodafone has now been adopted by over 35000 individual fundraisers and over 15,000 charities to help increase fundraising in Britain. The service is unique in offering charities and fundraisers the opportunity to use text donations for no cost to the donor or charity, with 100% of donations being passed to charity. Additionally, Gift Aid is easily reclaimed by filling out a simple form in one text message. Visit www.vodafone.co.uk/justtextgiving for more information.

About Race for Life

- Cancer Research UK's Race for Life in partnership with Tesco is now open for entries
- The entry fee is £14.99 for adults and £10 for girls under 16. This covers the costs of staging the event series and means that money raised in sponsorship can go to help beat cancer
- Race for Life raises money that goes towards beating over 200 types of cancer affecting both men and women
- Enter now at www.raceforlife.org or via the hotline on 0871 641 1111

About Cancer Research UK

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research
- The charity's groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. This work is funded entirely by the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1861 or visit www.cancerresearchuk.org. Follow us on [Twitter](#) and [Facebook](#)