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**PRESS RELEASE**



**Carpe Diem Trust Polar Expedition to the North Pole**

The Carpe Diem Trust has signed up with mobile marketing agency Incentivated to provide a service that allows members of the public to make one-off donations to their Polar Race Expedition by text message.

The Carpe Diem Trust is a newly registered charity, due to become fully operational in 2007, which will help ordinary people do extraordinary things. In order to raise funds a number of trustees have formed Team Carpe Diem and are taking part in the 3<sup>rd</sup> Polar Race 2007. The race involves walking / skiing 350 miles from Resolute Bay in Canada to the Magnetic North Pole. The team consists of Jan Meek and Daniel Byles - the first ever mother and son team to reach the North Pole and at 62, Jan will also be the oldest woman - and Richard Profit.

Instant £3 donations can be made by texting **JAN** to premium rate number **85222**. If the donor owns a pay-as-you go phone then credit will be deducted immediately or in the case of a monthly contract phone the amount will appear on the next bill. For each additional text message sent a further £3 is raised. All donations go towards the cost of covering the race and awarding grants once the charity has been officially set-up.

Jonathan Bass, managing director at Incentivated adds: "The mobile marketing channel offers tremendous benefits for charities whose fundraising campaigns can be managed discreetly and securely."

**For further information:**

Incentivated – 0845 130 3985

Notes to Editors

Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones. We develop and manage mobile marketing campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging and the mobile internet.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome. Founded in 2001, Incentivated's fast growing client base includes British Airways, Hilton Group, Carphone Warehouse, OneTel, Scottish Power and Macmillan Cancer Support.