



23 August, 2007

**PRESS RELEASE**

**Children's Society and Iggy Pop 'Rock the House' with mobile campaign**

The Children's Society and mobile marketing agency Incentivated are offering thousands of music fans the chance to meet Iggy Pop at the 'Rock the House' event at Harewood House, Leeds on Friday 31 August.

Attendees to the concert are invited to text the word **IGGY** followed by their **name and email** to **88222** to make an instant £3\* donation to the Children's Society. They will automatically enter into a prize draw to win the chance to meet Iggy & The Stooges after the show. Runner-up prizes include backstage tickets and signed merchandise from some of the bands playing at the event.

Other artists lined up to perform include Idlewild, The Young Knives, Sons and Daughters, The Sunshine Underground, The Horrors and The Dirty.

Lisa Quinlan-Rahmen from the Children's Society says: "The Rock the House audience can use their mobile phones to donate to The Children's Society instantly and easily to show their support. The text-to-win element, meeting Iggy Pop and other money can't buy prizes, is an added bonus that no other medium can offer so easily."

Robert Thurner, Commercial Director at Incentivated, adds: "This is an imaginative use of mobile which harnesses the collective good will of concert-goers, and provides a shortcut for them to request and receive relevant information, and make instant donations in the heat of the moment".

Monies raised from Rock the House will go towards continuing efforts to provide vital help and understanding for those children who face the greatest danger, discrimination or disadvantage.

*\* The £3 donation is charged to the user's monthly mobile bill if they are contract customers or taken immediately from pay as you go credit.*

*managing mobile interactivity*

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Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising 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, mobile internet and all other mobile data formats.

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, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Mars Petcare, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

For more information please visit: <http://www.incentivated.com>

The Children's Society

The Children's Society is a national charity driven by the belief that every child deserves a good childhood. To that end it provides vital help and understanding for those children who face the greatest danger, discrimination or disadvantage; children who are unable to find the support they need anywhere else.

Visit [www.childrenssociety.org.uk](http://www.childrenssociety.org.uk)