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PRESS RELEASE

Mayor of London runs Anti-Racism Mobile Phone Photography Competition

Mobile Channel specialist Incentivated www.incentivated.com is running a mobile phone photography competition and has designed and built a mobile internet site in the run up to the Mayor of London's "Rise: London United" festival in July.

"Rise: London United" is London's *biggest free* music festival and takes place at Finsbury Park on Saturday 8th July. The festival aims to bring together the diverse community that is London. This is the sixth year that the Mayor of London has organised this free festival as a celebration of London's diversity and to oppose racism. In 2005, over 80,000 young people and their families attended the festival, which also brought together Londoners from all communities in the wake of the bombings on 7 July.

The People's Choice competition is for photographers to capture London's diversity through their mobile phone cameras. Participants can send a picture taken on their phone as a picture message (MMS) to **07922 4 36 36 6**, with **RISE** in the subject or as a keyword in the text field. Following receipt of the picture a message is sent back to the entrant with a link to the mobile internet site. The mobile internet site will display a range of entries, last year's winners and details about the festival.

Mayor Ken Livingstone said: "I want to see images which reflect one of the greatest aspects of this city – that London is one of the most diverse cities in the world and its different communities enjoy living side by side. One of the best aspects of this contest is that everyone from children to adults to grandparents has the same chance of winning if they take the right picture. Look around in your neighbourhood, you might find you have a scene that captures London's diversity right on your door step. Good luck to everyone who enters."

Incentivated are delighted to be working with the Greater London Authority on their first mobile internet site. Jonathan Bass, Managing Director for Incentivated said, "According to Metro 97% of adult urban-dwellers have a mobile phone and most of these include a camera; there must be 4-5 million budding photographers out there, all of whom see London's diversity first hand every day. It makes sense to include a mobile category in any photography competition and we have great pleasure in running the competition and building the mobile internet site for the GLA."

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managing mobile interactivity

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Notes to Editors

Founded in 2001, Incentivated delivers bespoke mobile marketing campaigns, as well as mobile customer service and mobile commerce solutions for UK and overseas clients, including The Carphone Warehouse, Ford Premier Automobile Group, Hilton Group, Transport for London and Scottish Power.

More about "Rise: London United" can be found on the website <http://www.london.gov.uk/rise/> or the mobile internet site. The mobile internet site can be accessed by sending a picture taken on their phone as a picture message (MMS) to 07922 4 36 36 6, with RISE in the subject or as a keyword in the text field.

Example Screenshots from Rise Mobile Internet Site

