



7 February, 2008

PRESS RELEASE

Wear something WOW for SOS Children's Villages

SOS Children's Villages, the world's largest orphan charity, is running a text to donate campaign to support the 'Wear something WOW' campaign and World Orphan Week, which runs from 4th – 10th February.

The campaign aims to get people throughout the UK wearing extravagant, wacky and out of the ordinary outfits on Thursday 7th Feb to raise money for the charity. It is promoted by model-turned-TV presenter Lisa Butcher and Channel 4's Phil Spencer.

The mobile element of the campaign, run by mobile marketing agency Incentivated allows members of the public make a £1* donation to the charity by texting **WOW** to **85222**. Donors can go on to complete a Gift Aid form on the mobile internet site for HM Treasury to top up their donation by a further 28%. (*Texts cost £1.50 plus one standard rate message).

The call to action features on promotional material including banners, posters, radio ads and on the SOS Children's Villages website.

Caroline Rodgers, Community Fundraising Coordinator of SOS Children's Villages says: "By offering members of the public the ability to donate to Wear Something WOW via their mobile phones, it allows them to support the campaign in a quick and easy way, with the added bonus of the Gift Aid mobile internet site."

Jonathan Bass, Managing Director of Incentivated, comments: "Charities of all sizes are turning to mobile as a convenient and effective way to collect donations. We've seen a strong uplift in donors completing the gift aid form on their mobiles, which provides a significant boost to the value of donations".

For further information:

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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>

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managing mobile interactivity

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