



PRESS RELEASE
15th March 2013

**MANCHESTER BASED UNICOM MAKES THE CALL FOR RED NOSE DAY 2013
AND TAKES OVER £48,826 IN DONATIONS**

Unicom, the Manchester based B2B telecoms company, has helped this year's Comic Relief charity telethon raise a record £75m so far.

Unicom, who were appointed as an official call centre for this year's Red Nose Day for Comic Relief, took over £48,826 in donations on the night over the telephone. In addition, Unicom staff raised a total of £1,534 through a variety of fundraising activities with the company pledging to match every pound raised.

Around 100 staff from across the business, including senior management, technicians and customer service staff gave up their personal time to take thousands of donation calls. The phone lines went live on Friday night (15 March) at 6.00pm and the team took donations until midnight.

Many local business offered support to the staff volunteers to keep them going on the night including Just Eat donating £200 of takeaway vouchers, Tesco Express Northenden branch donating a £20 voucher for food, and Pizza Co. providing pizzas.

In addition, a host of other local business donated a variety of prizes to help with the fundraising activities that took place all week including a £100 Piccolino's voucher, a £30 TGI Friday's voucher, a meal for 2 at the Britannia Country House Hotel, and many others. Even the CEO of the company got involved on the night taking part in a live 'Bush Tucker Trial' and eating a range of foreign delicacies.

Chris Earle, CEO of Unicom said, "I am delighted that Unicom has been able to help raise a tremendous amount of money for Red Nose Day 2013. I want to thank every

one of my staff members for their fantastic achievement in raising vital funds for Comic Relief.”

As one of the UK’s biggest fundraising events, Red Nose Day brings the entire nation together to Do Something Funny For Money. The money raised by the public helps people living unimaginably tough lives, both at home in the UK and Africa. For further information visit www.rednoseday.com.

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NOTES TO EDITORS

About Unicom

Website: www.switchingon.com **Photography:** www.unicomimages.co.uk

Unicom, a trading name of Universal Utilities Ltd, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband, mobile and gas services to 100,000 small businesses throughout the UK. Unicom has an annual turnover of over £60m, and employs 500 people at its 11 regional offices situated around the UK with its Head Office based in Manchester.

Last year, Unicom raised over £20,000 for local and national charities including the NSPCC, Children in Need, The Christie Hospital, St Anne’s Hospice and many others.

Unicom has been awarded the ISO 9001:2008, Customer Service Excellence, Investors in People, Customer First and Carbon Trust standards. Unicom is a patron company of The Outward Bound Trust.

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About Red Nose Day:

- Red Nose Day 2013 is heading your way on Friday 15th March when the great British public will once again be asked to Do Something Funny for Money.
- By raising cash this Red Nose Day, you’re helping to change lives forever. That’s because Comic Relief spends the money raised to help change the lives of poor, vulnerable and disadvantaged people across the UK and Africa
- Comic Relief was launched on Christmas Day in 1985, live on BBC One. At that time, a devastating famine was crippling Ethiopia and something had to be done. That something was Comic Relief. The idea was simple – Comic Relief would make the public laugh while they raised money to help people in desperate need. Before too long, Red Nose Day was created and the first ever event in 1988

raised a staggering £15m. To date, thirteen Red Nose Days have raised more than £600m. That money has helped, and is helping, to support people and communities in dire need both in the UK and Africa.

- *Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)*