



PRESS RELEASE
04th March 2013

UNICOM DOES THE HARLEM SHAKE FOR COMIC RELIEF

Call centre staff at Unicom, the Manchester based B2B telecoms and utilities company, have produced their own version of the global phenomenon the 'Harlem Shake' for this year's Red Nose Day.

Around 40 employees took part in the 'shake' for Comic Relief. The video, which you can now see on YouTube (<http://www.youtube.com/watch?v=PJFhXAN7sJA>), was put together to raise awareness for a charity all the employees feel passionately about.

As the music starts, a masked dancer begins dancing on top of a bank of desks whilst the call centre staff keep working, apparently oblivious to this odd character! Then the music stops abruptly, the camera freezes, and everyone is harlem shaking in fancy dress.

Charity Committee Chairman, Dawi Kelly said, "We saw how much fun people have been having with the harlem shake and we immediately thought that would be a fantastic way to shout about Comic Relief. Our pledge for 2013 has been to raise as much money as possible for important causes, and at the same time making sure everyone has a lot of fun doing it! That was certainly the case with the harlem shake!"

The Unicom team decided to 'do something funny for money' as they've been selected as an official call centre for Red Nose Day 2013 on 15th March 2013. Staff from across the business, including senior management, technicians and customer service staff, will give up their personal time to take thousands of donation calls.

It's not the first time the company has helped local and national charities, last year alone the company raised nearly £20,000 for local and national charities including

East Cheshire Hospice, Children in Need, and Help for Heroes as well as others. Chris Earle, CEO of Unicom said, "I am delighted that Unicom has been selected as an official call centre for Red Nose Day 2013. We always try to support local and national causes, last year raising almost £20,000 in total. As a nominated call centre partner, taking phone donations from the public will mean that we can utilise the skill sets of our award winning customer service team to raise vital funds for Comic Relief."

-ENDS-

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.

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.

Contact **Oliver Goldring**, 0161 946 4440 press@switchingon.com

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)*