

23 June 2010

O₂ and 1GOAL take a stand for more education

MUNICH. Telefónica O₂ Germany is supporting the 1GOAL initiative. The campaign, promoted by FIFA, aims at giving as many children as possible a school education by the year 2015. Using the O₂ crew web platform the company has also launched a charity competition to benefit one local educational institution.

O₂ customers can support the 1GOAL initiative right now, by registering for free on the website at <http://www.o2.de/1goal>. O₂ will call on all customers to take part via SMS. To further increase the impact, all Alice customers will be informed about the project as well and will be asked on the Alice Lounge and via Twitter to participate. The aim of 1GOAL is to get 75 million people on board – one for each of the 75 million children who currently do not go to school. Within this year, the registrations will be presented to heads of government at one of the forthcoming education summits in the form of a petition, to urge both developing and industrialised nations to make more funds available for education.

So that local educational institutions will benefit from the 1GOAL campaign too, O₂ is also announcing a charity competition through the O₂ crew: Between 23 June and 9 July 2010 people can register via <http://www.o2crew.de> and set up an O₂ crew with their friends and acquaintances. The two biggest crews can win 10,000 Euros each for an established, non-profit, local educational project of their choice.

“Education is a human right, to which everybody must have access. That’s why we’re supporting 1GOAL”, explains René Schuster, CEO of Telefónica O₂ Germany. “In cooperation with the German Children and Youth Foundation (GCRYF) we have also just launched an education programme entitled Think Big: This enables us to give socially and educationally disadvantaged young people a chance to develop new perspectives on life and work, using creative activities with new media.”

For more information, film material and photos on 1GOAL go to <http://www.join1goal.de>.

Further information on the O₂ Crew Special can be found here: <http://www.o2crew.de>.

A *Telefonica* company

Telefónica O₂ Germany GmbH & Co. OHG Georg-Brauchle-Ring 23-25 80992 München Deutschland www.o2.com/de

Ust.-Id.-Nr. DE 811 889 638, Amtsgericht München HRA 70343. Gesellschafter: Telefónica O2 Germany Management GmbH, Amtsgericht München HRB 109061 und Telefónica O2 Germany Verwaltungs GmbH, Amtsgericht München HRB 121389, beide ebenda. Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender, Andrea Folgueiras, Markus Haas, Thorsten Haeser, André Krause, Joachim Kugoth, Jens Prautsch, Johannes Pruchnow, Peter Rampling, Lutz Schüler, Robert Simmeth, Carsten Wreth.



About 1GOAL

In 2000, 164 world governments came together to create the UN Millennium Development Goals. Two of the eight goals involve ending poverty through providing education for all which ensured that all boys and girls complete primary schooling by 2015. Since then many countries have abolished school fees, spending was increased and an extra 40 million children are now going to school. However today 75 million children are still unable to go to school. 1GOAL is an initiative to mobilise support to hold world leaders to these promises for 2015 and is run by the Global Campaign for Education and is part of a large global education initiative. <http://www.join1goal.de>

1GOAL is being coordinated by the GSMA, which represents the global mobile industry. and is supported by more than 140 of the biggest names in the football world, among them Zinedine Zidane, Alessandro del Piero, Rio Ferdinand, Thierry Henry und Eusebio. From the entertainment world 1GOAL is supported by Shakira, Jessica Alba and Kevin Spacey.

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has 54 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

Further information

Telefónica O₂ Germany GmbH & Co. OHG
Presseabteilung
Iris Rothbauer, External Communications Manager
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1208
f +49 (0)89 2442-1209
e iris.rothbauer@o2.com

www.o2.de/presse