

## Press release

8 August 2011

### **Mein Kiez. Meine Idee (My Neighbourhood. My Idea): Think Big is looking for young people with creative projects**

**MUNICH.** Is your neighbourhood in urgent need of a graffiti wall, a hip-hop battle or a multicultural summer festival? Telefónica Germany and the Deutsche Kinder- und Jugendstiftung (DKJS) can make it possible. Young people between 14 and 25 years of age can present their creative project ideas, which relate to the motto “Mein Kiez. Meine Idee”, at [o2thinkbig.de](http://o2thinkbig.de). What’s more, 400 euros and personal advice from experts is provided for realizing projects that are approved.

It doesn’t matter whether the idea relates to music, media, art, sport, environmental protection or social issues, as long as it provides as many young people as possible with a great deal of fun.

This is how it works: upload a short description of the idea to [www.o2thinkbig.de](http://www.o2thinkbig.de). The local project partners will then review the application within a few days. If the terms of participation are fulfilled, 400 euros are provided for the project. But that’s not all, as Telefónica Germany and the Deutsche Kinder- und Jugendstiftung (DKJS) also support participants with tips and professional advice.

Still looking for an idea? A lot of creative input can already be found on the website [www.o2thinkbig.de](http://www.o2thinkbig.de).

**Think Big** is a social programme set up by Telefónica Europe. It was developed in collaboration with the Fundación Telefónica and builds on the latter’s globally recognised expertise in social and cultural issues. The Fundación Telefónica was founded in Spain in 1998 with the goal of creating sustainable structures for social and cultural projects at all companies in the Telefónica Group. Many Telefónica employees have already taken part in the trust’s Proniño programme, which supports schooling and training for more than 163,000 children in South America. In Germany, Think Big 2010 was organised in partnership with the DKJS and the prominent support of Kool Savas. It gave young people interested in media the chance to develop their own ideas for music videos to accompany the new Kool Savas song. At the same time, the Media College on Tour visited around 27 selected youth centres throughout Germany.

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also offers DSL fixed network telephony and high-speed internet. According to a network test by "connect" magazine (edition 12/10), the O<sub>2</sub> network is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result the company is on second position. Telefónica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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