

Press release

Think Big is a social programme sponsored by Telefónica Europe that supports young people in the markets where the company is active through its O2 product brand. Think Big started in Germany in 2010 in partnership with the German Children and Youth Foundation (GCYF) and with the support of Federal Minister of Families Kristina Schröder and rapper Kool Savas. Under the motto “Our neighbourhood. Our idea.”, Think Big 2011 supports the involvement of young people in their local environment. It was developed in collaboration with the Fundación Telefónica and builds on the latter’s globally recognised expertise in social and cultural issues. 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.

Telefónica Germany GmbH & Co. OHG and its O2 and Alice brands is part of Telefónica Europe and the Spanish telecommunications group Telefónica S.A. The company offers both its private and business customers in Germany post- and pre-paid mobile communications products, along with innovative mobile data services on the basis of GPRS and UMTS technology. As an integrated communications provider, the company also offers DSL landline telephony and high-speed Internet services. Telefónica Europe has more than 57 million mobile and landline customers in the UK, Ireland, the Czech Republic, Slovakia and Germany.

Further information:

Telefónica Germany GmbH & Co. OHG
Press Relations
Melanie Borsos, Press Spokeswoman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1212
f +49 (0)89 2442-1209
e Melanie.borsos@o2.com

Claudia Erdmann
Programmkommunikation
Deutsche Kinder- und Jugendstiftung gemeinnützige GmbH
Tempelhofer Ufer 11
10963 Berlin
Tel: +49 (0)30 25 76 76 - 79
Fax: +49 (0)30 25 76 76 - 10
E-Mail: claudia.erdmann@dkjs.de