

Press release

22 September 2011

Think Big for Kids: charity concert with young performers from in and around Nauen (Brandenburg)

NAUEN. A concert for a good cause by young performers was held in Nauen Bowling Centre on 17 September under the motto "Think Big for Kids". The concert was the brainchild of young musician Benjamin Lindner, who organised it as part of the Think Big youth initiative by Telefónica Germany and the German Children and Youth Foundation with the help of his friend Marcus Sellmann.

"I wanted to do something for children while involving young people", explained Benjamin, 23. "Being a musician myself, I hit upon the idea of organising a benefit concert with young bands. First, to give young people the chance to show off their abilities and, second, so that they can do something for a good cause through their music."

With around 100 guests, the event was a genuine success. The ticket proceeds of 570 euros will now be transferred to the Havelland Healthy Children Network in support of young families.

During the preparations, the young organizers had to overcome several obstacles. There was a fair bit to sort out, from the technical side of things to the choice of venue and safety regulations. Workshops on project management and PR work held during the Think Big Summer Camp proved helpful.

The Think Big youth initiative shows that many young people have good ideas and that they are able to actively involve themselves in their surroundings. More than 200 projects have been realised with the help of Think Big since May.

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For more information on the Think Big programme and how young people can get involved, go to www.o2thinkbig.de.

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.

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