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Nelson Mandela Charities Launch International SMS Campaign

To celebrate the 90th birthday of Nelson Mandela, his charitable organisations have come together to launch an international premium SMS service, allowing millions to text their own birthday message to the former South African president.

A mixture of shared and dedicated PSMS codes have been set up in over 20 countries around the world including the U.S., U.K., South Africa, Australia, Spain and Germany as well as many African nations making this one of the biggest premium SMS fundraising initiatives to be staged. Well wishers text their own message to their specific short code in country, receive a return thank you message complete with unique PIN allowing them to view their message securely online at www.happybirthdaymandela.com. The specially created birthday site also contains a raft of celebrity messages both written and filmed from Mr Mandela's supporters around the world.

Launching on June 16th in the majority of territories the Birthday Wishes Campaign coincides with Mr Mandela's 90th birthday concert in London's Hyde Park on June 27th. The concert will be broadcast internationally on television, radio and online and will see numerous stars echoing the call to action to 'Text Nelson Mandela Happy Birthday'. The campaign runs through until the 18th of July, Mr Mandela's actual 90th birthday, culminating in a card being presented to him in South Africa noting the number of messages received.

46664 International Director Tim Massey said, "We are delighted to be launching this campaign allowing so many people around the world the chance to wish this extraordinary man happy birthday. A text based service allows more people to feel part of the celebrations in a very simple way and we hope will raise significant revenues to support the ongoing work of the charities that bear Mr. Mandela's name and 46664."

Managed by Nelson Mandela's HIV/AIDS global awareness campaign 46664 and strategically live for 46,664 minutes all profits received from text charges will go to the Nelson Mandela Legacy Trust and other charitable organisations supported by Mr Mandela. These include The Nelson Mandela Children's Fund, The Nelson Mandela Foundation and the Mandela Rhodes Foundation.

Specific telecoms advice has been given to the charity in setting up the complex international campaign by Telecoms consultant Tim Williams and Naqada. Running on a system built and managed by UK based Mediadeck the campaign has been enabled by SMS aggregators Sybase 365, mBlox and Digital Services Group in South Africa. 46664 concert sponsor Zain has also assisted in switching on the campaign across its African territories. A customer care service has been provided by Mediadeck with support from ElephantTalk Communications Inc., Mediatel and North West Nevada Telecom. With web design and build by V&H Sistemas Informáticos in Argentina, WAP site design by Adfrap in the UK and hosting by Rackspace the Birthday Wishes Campaign is one of the first truly global charity PSMS services ever launched.

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Images and an EPK are available online at www.46664.com/press
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Notes to Editors:

The Birthday Wishes Campaign has been set up by Nelson Mandela's HIV/Aids Awareness organisation 46664 on behalf of all his charity organisations. Well wishers text their own message to Mr Mandela via a dedicated short code and this birthday wish is counted towards the aim of creating the biggest virtual birthday card. Launching on June 16th the text service will be open to the public until July 18th 2008, Mr Mandela's actual birthday. To date countries participating include: UK, Australia, Germany, Spain, USA, Finland, Ireland, Sweden, Austria, Belgium, Denmark, Netherlands, Norway, South Africa, Burkina Faso, Chad, Republic of Congo, Democratic Republic of Congo, Gabon, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia. In the majority of countries well wishers will be able to see their own message on a special website www.happbirthdaymandela.com and also learn more about his charities.

In the UK texts costs £1.50 + the standard network text rate and users are advised they need to be 18 years old or have the bill payers permission before texting. The UK short code number is 84707 and all profits received from text charges will go to the Nelson Mandela Legacy Trust and other charitable organisations supported by Mr Mandela.