



## **Apprentices help the "Every penny counts" campaign**

**Swisscom is a partner of "Jeder Rappen zählt" (Every penny counts) and some 100 Swisscom apprentices will be lending a hand to the pre-Christmas fundraising campaign. They will help set up the technical infrastructure and take calls from donors in the call centre. The campaign will see Swiss radio and television, Swiss Solidarity (Glückskette) teaming up with Swisscom to collect donations for "Mütter in Not" ("Mothers in need"). In addition, Swisscom is again organising a Swisscom Mobile Aid campaign to collect old and no longer used mobile phones simply as a donation for a good cause.**

Around 100 Swisscom apprentices will be helping out during the fundraising week from 12 to 17 December 2011 at Europaplatz in front of the Lucerne Culture and Convention Center (KKL). They will set up the infrastructure operated by Swisscom, ensure that it runs smoothly and answer the phone each day from 7 a.m. to 11 p.m. for the entire week so people can make donations via the mobile call centre. This campaign work is extremely popular among the approximately 800 apprentices at Swisscom: within two weeks, all the available places were taken. Julia Pancic, a Swisscom apprentice, explains just what is so special about this activity: "We are right where it's happening. Lots of callers tell personal stories of experiences that have moved them to make a donation. And throughout the week, we're not just helping to make Every penny counts a success, we're also learning a lot from the campaign."

### **Swisscom Mobile Aid: old mobiles becoming donations**

During its Mobile Aid drive, Swisscom will be collecting old mobiles from anyone who would like to see the device they no longer need turned into a donation for Every penny counts. With proceeds going to Mothers in need, old mobiles can be dropped off at the mobile collection point at Europaplatz in Lucerne from 12 to 17 December 2011 or at a Swisscom Shop anywhere in Switzerland by 24 December 2011. The goal is to collect as many old mobiles as possible, thereby making a significant contribution.

For further information, please visit

[www.swisscom.ch/jrz](http://www.swisscom.ch/jrz)

[www.swisscom.ch/mobileaid](http://www.swisscom.ch/mobileaid)

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