

SmarTone-Vodafone customers raised HK\$3 million through SMS to help Sichuan earthquake victims

(Hong Kong, 2 December 2008) Immediately after the massive earthquake occurred in Sichuan in May this year, SmarTone-Vodafone sent an SMS to the full base of its customers, offering them an instant and convenient way to donate. Customers simply replied to the SMS with their selected amount by choosing 1, 2, 3 or 4 (representing amount ranging from HK\$20 to HK\$500) and the donations would then be charged directly to their monthly mobile accounts.

SmarTone-Vodafone's call for donation received instantaneous support from its customers. A total of HK\$3 million was raised and relayed to World Vision Hong Kong within just a few weeks' time for providing urgent relief to the victims.

"We hope we have been of help by providing the greatest convenience through mobile for people who wanted to donate, especially when assistance was critical in the time of difficulty," Mr. Douglas Li, CEO of SmarTone-Vodafone, said at the cheque presentation today.



Photo caption

Mr. Douglas Li, CEO of SmarTone-Vodafone (left), presents a donation cheque to Mr. Kevin Chiu, CEO of World Vision Hong Kong, for its Sichuan earthquake relief.



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News Release