Sydney, 3 April 2012: Entrepreneur and Virgin Group founder, Sir Richard Branson, singer/songwriter, Natalie Imbruglia, one of Australia’s most recognised fashion labels, ksubi and Oasis support recipient, Dean Good have joined forces with Virgin Mobile to produce a range of limited edition mobile phone covers as part of Virgin Mobile’s Covers for a Cause initiative. This year, Covers for a Cause will raise money and awareness for Oasis Youth Support Network Sydney, The Salvation Army’s response to youth homelessness.

The Covers for a Cause collection consists of four unique cover designs for iPhone 4/4S, Samsung Galaxy S2 and Sony Ericsson Arc handsets designed in collaboration with Richard, Natalie, ksubi and Dean. Each design reflects the theme of ‘Dreams’ and what this represents to them.

Oasis offers a place of safety and care, where through compassion and skillful intervention, disadvantaged and homeless young people find refuge, hope and are given opportunities to turn their lives around. One hundred per cent of the proceeds from the sale of each cover will go directly to support the Oasis Youth Support Network’s Youth Connect Bus which provides facilities to help youths re-connect with their family and access employment information.

Commenting on the initiative, Sir Richard Branson says, “Virgin Mobile’s Covers for a Cause reminds us all that the young people who find their way to Oasis are homeless, not helpless. If we make enough noise we can shine a light on this important issue and help put an end to youth homelessness. That’s my dream.”
Oasis Director, Major Robbin Moulds AM says, “We are absolutely thrilled to be able to partner with Virgin Mobile Australia through this amazing fundraising initiative, with all proceeds going directly to support the cutting edge programs we provide to homeless young people every day of the year.”

Virgin Mobile Marketing Director, David Scribner says, “Right now, 32,000 Australians between 12 and 25 years of age do not have a place to call home. Virgin Mobile is on a mission to create awareness and generate community involvement to help solve this national issue and we are grateful to Richard, Natalie, ksubi and Dean for donating their time and creativity to helping us towards achieving this goal.”

The campaign will also coincide with Youth Homelessness Matters Day (April 18th), which aims to raise public awareness about youth homelessness and celebrate the resilience of young people who are at risk of, or experiencing, homelessness in Australia.

Virgin Mobile’s Covers for a Cause covers will retail for $35 and be available to purchase from the 2nd of April 2012 in Virgin Mobile stores nationally and online via the Virgin Mobile Facebook page.

For more information about the Virgin Mobile’s Covers for a Cause initiative go to http://www.virginmobile.com.au/COVERS-FOR-A-CAUSE/ and to find out more about ending youth homelessness visit endyouthhomelessness.com.au

~ ENDS ~

For more information, high res images or to arrange an interview, please call or email

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Notes to editors:

About Oasis
The Oasis Youth Support Network is the Salvation Army’s response to youth homelessness in Sydney, providing access to more than 25 cutting edge youth support services and accommodation facilities for homeless and at-risk young people between 16 - 25 years of age. The mission of Oasis is to provide a place of safety and care, where through compassion and skilful intervention, troubled young people can find refuge and hope to achieve their dreams and potential.

About Virgin Mobile
Virgin Mobile has been involved with the Oasis Youth Support Network for a number of years. In partnership with our not-for-profit Virgin Group foundation, Virgin Unite, we are committed to reversing the trend of youth homelessness in Australia.

Virgin Mobile is proud to be the carrier of choice for the Oasis Youth Support Network, supplying handsets and airtime to all full-time employees.
Virgin Mobile is the proud sponsor of the Oasis Street Connect bus; delivering technology to the streets of Sydney by providing homeless and at risk youths with access to laptop computers, wireless broadband connection and mobile phone access. Homeless youths can access this technology to send and receive emails, reconnect with family and friends and search for accommodation.

Get personal with us @ www.facebook.com/VirginMobileAus or www.twitter.com/virginmobileaus.