VIRGIN MOBILE COOLS DOWN THE STREETS THIS SUMMER WITH THE ICE DREAM VAN

- Virgin Mobile takes the frazzle out of fundraising to help community groups raise funds-

Sydney, 14 January 2013 – Virgin Mobile today launched the Virgin Mobile Ice Dream Van, an initiative where customers can nominate a community group of their choice for the opportunity to win a visit from the Virgin Mobile Ice Dream Van. The successful applicants will receive a two hour visit which includes a supply of ice cream and the smiling Ice Dream Van crew who will help raise money for the community initiative by giving out ice creams in return for a gold coin donation.

In recognition of the huge contribution Australians make to charities each year and the universal popularity of a refreshing ice cream in Summer, the scheme will support a variety of groups that benefit the communities they operate in. From sporting groups to school events and non-for-profits, the Ice Dream Van will be available at no cost to help raise funds for the organisation. We think that’s a pretty sweet deal!

The Virgin Mobile Ice Dream Van is available to all Virgin Mobile Australia customers who can nominate their community event via a dedicated Facebook tab and on Virgin Mobile’s website. Customers can choose to support their application by uploading a video or photograph, explaining why their community group would benefit from a visit from the Ice Dream Van.

Commenting on the new initiative, Virgin Mobile Marketing Director, David Scribner said: “We know our customers are passionate about supporting their local communities. What better way to ignite change than with the help of our customers.”

Acknowledging that fundraising can gross significant resources from a community group, Virgin Mobile is offering customers an alternative that ensures every dollar raised goes directly to the community group, and removes the frazzle from the fundraising.
David continued, “The Virgin Mobile Ice Dream Van is just one way that Virgin Mobile is helping our customers make a difference in their communities and truly generate change for good. Taking responsibility for the environment in which we operate is an inherent part of the Virgin brand, and doing so in a cheeky Virgin way, with a great retro ice cream van simply made sense. We have one million Virgin Mobile customers who have the power to create positive change, and we’re hoping to help them achieve their fundraising goals in association with their local communities this summer.”

To find out how you can apply to have the Virgin Mobile Ice Dream Van visit your community event and make some dreams come true, simply visit www.virginmobile.com.au/ice-dream-van.

~ ENDS ~

For more information or to arrange an interview, please contact:
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**What is Virgin Mobile Australia all about?**

Here at Virgin Mobile, we’ve been putting our customers first for over 12 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we’ve been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We’ve certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million customers in Australia. And they’re happy customers too: we’ve been rated the No 1 telco for Customer Satisfaction for some time now.

We think a telco relationship should be rewarding so our customers also receive a host of benefits including Virgin Family perks, exclusive discounts and VIP access to gigs and music festivals. And because we use the Optus network it means that up to 97% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!

**About the Virgin Mobile Ice Cream Van:**

Once owned by famous music industry DJ Muscles, the 1979 classic Bedford Ice Cream Van has been part of the Virgin Mobile family for over 5 years, helping spread the love over the summer months.

In its time, the van has been a regular on the festival scene, having visited many music events including V festivals, St Jerome’s Laneway festival and Splendour in the Grass. True to its roots, the Virgin Mobile Ice Cream Van even plays a remixed DJ-version of the classic Mr Whippy tune, Greensleaves.

**Virgin Mobile and the community:**

Virgin Mobile is passionate about supporting Australian communities, and has had a strong partnership with the Oasis Youth Support Network for a number of years. In association 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 also 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.