



**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **Confero Teams Up With ITV And UNICEF To Run Call Centre Donation Line For Soccer Aid Telethon on Sunday 6<sup>th</sup> June 2010**

London, England, May 28<sup>th</sup> 2010 – Confero is one of the UK's leading providers of inbound and outbound outsourced call centre services. They are proud to announce that they're committed to providing 50 agents at their state-of-the-art call centre in Wembley for Soccer Aid on Sunday 6<sup>th</sup> June 2010 from 5pm – 10pm to service the Soccer Aid telethon. The match – England v. The Rest of the World – will take place at Old Trafford, the world-famous home of Manchester United FC.

As a long-standing corporate partner of host broadcaster ITV, Managing Director of Confero David Freedman was "absolutely delighted" to have been approached to donate a fully operational call centre facility. Confero will provide, free of charge, 50 experienced agents, a comprehensive hardware and software infrastructure and a full pre-and post-event consultancy and will be a vital component in helping Soccer Aid raise upwards of £2.5m for UNICEF.

Confero was the very first outsourcing company to sign up to provide services to Soccer Aid and Managing Director David Freedman said, "It's thrilling to be part of such a great event and we are excited and humbled to be working alongside people who consistently put the needs of others before their own". He continued, "We are passionate about the Soccer Aid project and are working extremely hard to help UNICEF make this a success. The ultimate aim is for the event to raise as much money as possible for sick and malnourished children throughout the world."

**About Confero** – Confero is a class-leading outsourced call centre provider with a blue-chip clientele based in the shadow of the Wembley Stadium arch. Services include bureau and shared desk services for Inbound Response Handling, Outbound Telemarketing, Fulfillment Services and dedicated Brochure and Credit Card lines to some of the world's largest corporations including Audi, Nissan, KPMG, ITV and Sennheiser.

**About Soccer Aid** – Beginning in 2006 as the brainchild of international music star and UNICEF Ambassador Robbie Williams, England v. The Rest of the World features major names from the world of sports and entertainment. Players such as Zinedine Zidane, Ryan Giggs, Luis Figo and Alan Shearer and stars of stage and screen including Jamie Theakston, Woody Harrelson, Mike Myers and Gordon Ramsey. England will be managed by Harry Redknapp and the RoW boss is Liverpool legend Kenny Dalglish.

Soccer Aid aims to raise money for UNICEF's crucial work helping to "put it right" for the world's most vulnerable children. Throughout the match coverage, viewers will see short films by UNICEF Ambassadors detailing how the money raised will benefit children around the world.

For more information, please contact David Freedman or Carl Wright on 0800 083 32 32 or [david.freedman@confero.co.uk](mailto:david.freedman@confero.co.uk). [www.confero.co.uk](http://www.confero.co.uk)

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