

PRESS RELEASE

KEEP THE CONNECTION - 'ACT OF KINDNESS' TRAVEL CAMPAIGN

Celebrity writers launch GlobalGiving.co.uk's travel competition with the chance to win a trip for two to visit a GlobalGiving.co.uk project

June 2009... Have you ever been offered a beer by a local in a shebeen or been shown the sights of a city when you've been totally lost? 8 out of 10 Brits have been lucky enough to be on the receiving end of an act of kindness whilst travelling and that is what GlobalGiving.co.uk's new campaign, in partnership with the Travel Foundation, is all about.

GlobalGiving.co.uk, the online charity market place, is launching a travel writing competition on the 22nd June, in conjunction with the Travel Foundation and an array of prominent travellers & writers including Channel 4's Jon Snow & Radio 5 Live presenter Anita Anand, who have shared their experiences and stories. The prize for the person with the most compelling travelling tale is a five night trip to visit and get involved in one of GlobalGiving.co.uk's projects. Our projects are based all over the developing world and range from teaching locals in Mexico to make jam to sell to tourists to providing bicycles to school children in rural India. The lucky winner will get the opportunity to choose which one of the over 350 projects on the GlobalGiving.co.uk's website they see first hand.

A third of Brits say that one of the most enjoyable ways of giving back to poorer countries is talking to and getting to know local people. The 'Act of Kindness' campaign is all about the connections you have made whilst traveling abroad, from the person who gave you a lift to the beach in Thailand to the local who directed you around Delhi. However big or small, if it made an impact on you we want to hear about it. All you have to do is go to www.globalgiving.co.uk/kindness and write up to 100 words about an act of kindness you have experienced whilst travelling abroad. Explain what happened and how it made a difference to your day and you could be in with a chance of winning flights for two to any of the countries featured on the GlobalGiving.co.uk website, courtesy of www.whitedotbox.com and 5 nights accommodation donated by Expedia.co.uk and Hotels.com.

Half of all Brits think that poverty is the biggest problem facing our world today. By donating via www.GlobalGiving.co.uk travellers have the chance to keep a connection with a part of the world that is important to them and make a real difference to communities throughout the developing world by helping the people that have helped them.

So wherever you want to stay connected to you can make a difference by visiting www.globalgiving.co.uk/kindness and supporting a sustainable charity project to ensure that the beautiful parts of the world and people you have met on your travels will still be there and thriving when you get the opportunity to go back.

- Ends -

To find out more about the campaign go to: www.globalgiving.co.uk/kindness
Or contact Hannah Ladkin: press@globalgiving.co.uk 0773 6064104 or 0207 841 8981

Notes:

- The Act of Kindness campaign will run on from the 22nd June to the 22nd July.
- Exclusive survey conducted by Fly Research: <http://www.flyresearch.com/>
- GlobalGiving.co.uk launched in September 2008. For further background information go to: <http://www.globalgiving.co.uk/aboutus/media/backgrounder.html>
- For more information about the Travel Foundation, please visit <http://www.thetravelfoundation.org.uk>