

BRISTOL TWITTERATE JOIN 24-HOUR GLOBAL CHARITY FUNDRAISER

Submitted by: 10 Yetis PR and Marketing

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Bristol users of social networking website www.Twitter.com are to join thousands of people around the world in hosting a Twestival, face-to-face fundraising meet-ups aimed at bringing local communities together in the spirit of fun and for a good cause.

The party in Bristol, one of more than 125 participating cities, takes place at The Lanes, the city's new independent bar, diner and bowling alley from 7pm until 1am on 12 February.

Like all the events driven by volunteer members of the microblogging web phenomenon, the Bristol shindig will raise money for charity: water, a not-for-profit bringing clean and safe drinking water to people in developing nations.

DJs and live bands including funky and formidable nine-piece Mango Factory will entertain the crowds ahead of a raffle of high profile prizes including Aardman Animations merchandise signed by company founders Peter Lord and David Sproxton and Oscar winning Wallace and Gromit creator Nick Park.

Other goodies on offer include a week's holiday in a French villa courtesy of lafrenchplace.com, a bottle of House of Commons whisky signed by Prime Minister Gordon Brown, a Trunki children's suitcase as featured on TV's Dragons' Den, a Beaming Baby toiletries gift pack from DaisychainBaby.co.uk, a personalised newspaper front page created by MakingTheNews.co.uk, and a 50cm x 50cm canvas of a photograph of the winner's choice donated by Purple-Dogfish.co.uk.

There are also a number of business prizes up for grabs to help Bristol companies weather the recession such as a day's campaign strategy planning with a local PR agency, and business consultancy services courtesy of respected firm JBSH.

Tickets to the event cost just £5 and include food, drink and a goodie bag on arrival. They can be purchased at www.amiando.com/twestivalbristol. Bowling will also be available on the night for just £1 per game. 100% of all money raised goes direct to charity: water.

Lead sponsor of the Bristol Twestival is Sift, an online publisher which was founded in the city in 1996.

Ben Heald, CEO of Sift, comments: "I'm very happy to have been able to help with the Bristol Twestival. Sift have been working with online communities for well over ten years, so this event is a perfect fit for us; and all for a very worthy cause. It's great to see the Bristol Twitter community coming together to make something great happen."

Dan Martin, editor of BusinessZone.co.uk and organiser of the Bristol Twestival, adds: "We have been inundated with offers of support and after securing such a great venue as The Lanes, Bristolians are set to show the world they really know how to party on 12 February whilst raising a shed load of cash for an amazing charity at the same time!

"Organised in a matter of weeks by hundreds of volunteers, the events taking place around the globe on

12 February will demonstrate how Twitter and social media websites like it are becoming powerful tools for social change.”

In excess of 125 cities have signed up to participate in the Twestival initiative. Among them are London, Paris, New York, San Francisco, Toronto, Edinburgh, Beijing, Sydney, Buenos Aires, Beirut, Mumbai, Cape Town and Lima.

The event has formed global sponsorships with selected partners, including Amiando and TipJoy, which have donated funding and resources to the event.

Amanda Rose, one of the global Twestival organisers, comments: “We're already blown away by the global reception and how keen people are to invest their time and energy for free to the Twestival and get behind charity: water.

“Twestival is organised 100% by volunteers and 100% of all event proceeds will go directly to support charity: water projects in developing countries, which will positively impact the lives of thousands.”

- Ends -

Notes to Editors:

For more information about the Bristol Twestival visit www.bristol.twestival.com or www.twitter.com/bristwestival.

To find out more about Sift visit www.sift.com and for Mango Factory go to www.myspace.com/themangofactory

Tickets, costing £5 each, are available at www.amiando.com/twestivalbristol.

For the full list of participating cities, visit www.twestival.com. For more information about charity: water, go to www.charitywater.org

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