

# SOCCER AID 2019 - CONFERO'S CALL CENTRE STAFF HELP UNICEF TO RAISE MILLIONS

Submitted by: Confero Ltd

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- 60 volunteers from Confero Call Centres provide their time to Soccer Aid for Unicef to handle donation calls from the UK Public.
- All public donations to Soccer Aid for Unicef will be matched by the UK government. To donate, visit [www.socceraid.org.uk](http://www.socceraid.org.uk).
- Soccer Aid for Unicef will be broadcast exclusively live on ITV on Sunday 16th June.

London, 6th June 2019 – Confero Call Centres (<https://www.confero.co.uk>) are aiming to take up to £50,000 in telephone donations for Unicef's Soccer Aid 2019. For the 7th time since Robbie Williams founded Soccer Aid in 2006, Confero Call Centres are proud to pledge their support to the Soccer Aid for the Unicef telethon, with staff members volunteering their time to take calls and process donations from the general public.

Confero are proud to be an official event supporter of the hugely successful event that has raised over £30 million for UNICEF's invaluable work, helping children across the globe. Our team of volunteers are critical to the success of the telethon and will be manning the phone lines throughout the evening. Staff are really looking forward to speaking with donors and thanking them for their support.

The UK government will match every £1 donated by the public through its UK Aid Match scheme, doubling the difference for children in danger around the world.

Confero CEO David Freedman is "so delighted to be able to contribute for the 7th time to the success of this esteemed event and to have witnessed first hand it's phenomenal growth since inception in 2006. It's a really special way for volunteers to give a little personal time, in order to raise an enormous amount of money for UNICEF causes."

Confero Call Centres (<https://www.confero.co.uk>), in conjunction with their voice and integration provider Britannic Technologies (<https://www.btl.net.co.uk>), will donate 60 volunteer telephone staff, a PCI compliant contact centre infrastructure, a dedicated management and an IT team for pre-event planning and on the night support, an array of refreshments. All of this will support UNICEF's requirement to raise much needed funds.

Notes to editors:

About Soccer Aid

This year's Soccer Aid for Unicef match returns to London for the first time in over a decade, taking place at the iconic Stamford Bridge Stadium. The game will see two teams of celebrities and ex-professionals go head-to-head on Sunday 16th June live on ITV and STV.

Names signed up for the England squad so far include legends Michael Owen, Joe Cole, and – for the first time ever – female players Katie Chapman and Rachel Yankey, and celebrities Sir Mo Farah, Mark

Wright, and Danny Jones, all under the watchful eye of co-managers Susanna Reid and Sam Allardyce. Taking them on are the Soccer Aid World XI, with players so far announced including legends Didier Drogba, Eric Cantona, and Robert Pires, and stars Usain Bolt, Niall Horan, and Martin Compston, taking their orders from Harry Redknapp and Piers Morgan.

Soccer Aid for Unicef is defending play for every child. The monies raised will go towards Unicef's vital work protecting children in danger around the world. £30 million has already been raised by Soccer Aid for Unicef since its inception in 2006.

Tickets for Soccer Aid for Unicef 2019, ranging from £10 to £100 – on Sunday 16th June, at Stamford Bridge – are available now at [www.socceraid.org.uk/tickets](http://www.socceraid.org.uk/tickets), or by calling 020 7386 2019. Doors open from 4.30pm.

#### About Confero

Confero is a class-leading outsourced call centre provider with both an SME and blue-chip clientele based in North West London. Working with clients in the commercial and charity sectors, they provide Inbound call centre services (<https://www.confero.co.uk/inbound-call-centre-services.htm>) including customer services, e-tailer website support, payment card helplines, product recalls and crisis management. Outbound call centre services (<http://www.confero.co.uk/outbound-call-centre-services.htm>) include telemarketing, lead generation, database cleansing and appointment setting, with clients including KPMG, Rentokil and Howdens. [www.confero.co.uk](http://www.confero.co.uk)

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#### About Britannic Technologies

Britannic Technologies is an award-winning voice and integration provider. It has supported Confero in the configuration of its contact centre software and telephony, which will be used during Soccer Aid. [www.btlnet.co.uk](http://www.btlnet.co.uk)

Jonathan Sharp, Director, Britannic Technologies, “We are delighted to assist Confero in supporting such a fun and valuable initiative such as Soccer Aid for UNICEF.”

For more information:

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