

Soccer Aid 2012 – Confero Call Centres support Biggest Celebrity Charity Football Event

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London, 27th May 2012 – Wembley based Confero (<http://www.confero.co.uk>) are aiming to take £100,000 for Soccer Aid by donating 50 call centre agents, who will be answering calls for the Telethon at their state-of-the-art call centre in Wembley.

Confero are proud to be an official corporate partner of the hugely successful event that has raised over £7 million for UNICEF's invaluable work, helping children across the globe.

Confero is one of the UK's leading providers of inbound and outbound outsourced call centre services (<http://www.confero.co.uk/services.htm>) and are delighted to be involved for the second consecutive event.

Managing Director David Freedman is "thrilled and honoured to be part of such an iconic event" alongside corporate heavyweights BT, ITV and the BGL Group who own Compare the Market.

Confero call centres (<http://www.confero.co.uk>) will donate 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 much-needed money for UNICEF.

"Following our success in 2010, we are very much looking forward to being part of the Soccer Aid Telethon again and we are proud to be working with a charity that is committed to helping others" said David Freedman. He continues "Confero's agents aim to take £100,000 in donations for UNICEF's worthwhile causes."

About Confero (www.confero.co.uk) – Confero is a class-leading outsourced call centre provider with a blue-chip clientele based in the shadow of the Wembley Stadium arch. Inbound call centre services (<http://www.confero.co.uk/inbound-call-centre-services.htm>) include customer services, e-tailer website support, credit card order lines, helplines, product recalls and crisis management. Outbound call centre services (<http://www.confero.co.uk/outbound-call-centre-services.htm>) include telemarketing, telesales, lead generation, database cleansing and appointment setting, all provided to some of the world's largest corporations including Audi, KPMG, ITV and Sennheiser.

About Soccer Aid (www.unicef.org.uk/soccer-aid/) – Beginning in 2006 as the brainchild of pop star and UNICEF Ambassador Robbie Williams, England v. The Rest of the World features major names from the world of sports and entertainment. Robbie Williams captains the England team and Frost/Nixon star Michael Sheen captains the RoW side. Players include legends Ruud van Nistelrooy, Clarence Seedorf, Kevin Phillips, Des Walker and Jaap Stam as well as actors Edward Norton, Woody Harrelson, Mike Myers and Will Ferrell and British stars John Bishop, Mark Owen, Aston Merrygold & Marvin Humes from JLS, Paddy McGuinness and Ollie Murs. The 2012 event will take place at Old Trafford, home of Manchester United on Sunday 27th May.

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.

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