

(1) Poppy.com US Launch

Poppy.com launches first charity search engine

More American people than ever are using search engines, and even more are giving to charities, both at home and abroad. Now the two activities are being brought together, with the launch of Poppy.com, a brand new search engine website that raises money for charity.

Powered by Yahoo! and operating in every state of the Union, Poppy.com allows users to nominate the charities they want to support, either locally or internationally. The funds raised come from the advertisers – corporations or organisations who pay on a “cost-per-click” basis whenever their websites are found.

Supporting Poppy.com is famous humanitarian and charity patron Terry Waite, who says, “What a great idea - using the power of technology to do good in the world! Let’s all support Poppy.com by using their search engine to raise as much money as possible for charity.”

Poppy.com isn’t a charity itself, but it pledges to give one-half of its net earnings to charitable causes, and will be strictly audited by external accountants. Users can download free search bars, desktop wallpaper and attractive poppy graphics for their own websites, and organised charities will have a new means of encouraging supporters to raise extra funds.

“There much more awareness of the needs of charities right now, and the American people are renowned for their generosity as well as their love of the Internet, so everything comes together,” adds Poppy.com’s Launch Manager Markerle Davis. “Poppy.com is very easy to use - just make it your default search engine, and you’ll be helping charity every time you search.”

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Editorial contact details follow >>>

(2) Your Communications : D.C.Thomson

Your Communications regains DC Thomson account with mobile/ landline package

Legendary magazine publishers DC Thomson of Dundee have returned their mobile business to leading telecom specialists Your Communications in a deal that includes landline services for their Manchester and London offices.

DC Thomson publish and print over 200 million newspapers, magazines and comics annually, including most famously “The Beano,” which recently celebrated its 60th birthday. The company is at the forefront of print technology and sought to improve its communications procurement after an internal review. Having previously switched to a different Vodafone service provider, it was decided on both service and cost grounds to go back to Your Communications.

The company’s 1800-plus employees include numerous photographers, editorial and sales staff in the field, who need constant contact with their Dundee Head Office and production facilities. Their requirement was for an efficient, cost-effective and reliable communications system, which was capable of handling data and picture transmission.

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Your Communications will supply all of Thomson's mobile service, with over 140 handsets in use by staff throughout the UK. One key benefit of the system is that digital photographs can be sent via mobiles a matter of minutes to meet tight publishing deadlines.

"We decided to return to Your Communications for a variety of reasons," said Thomson's IT and Procurement Manager Mike Heggie, "They offered significant cost savings on call charges and an advanced technological capability, plus responsive account management and reliable technical back-up. It was the ideal package for us."

As part of its ongoing account development, Your Communications plans next to install GSM Routing (Global System for Mobile communications), which will further reduce the cost of calls to the client.

ENDS

Notes to Editors

Your Communications offers voice, data and mobile services to businesses throughout the UK, both directly to end-users through its Business Communications channel and to selected resellers through its Wholesale channel. It is part of the United Utilities group, a FTSE100 company.

Issued by TDM Marketing Associates on behalf of Your Communications

NCC leads the way in race for success

Nothing succeeds like success – and there'll be double proof at NCC's prestigious annual conference, to be held at Celtic Manor in South Wales on 26th & 27th October. Last year's event based on "The Role of the IT Leader" was so successful that there was immediate demand for the topic to be developed – hence this year's sub-title, "Strategies for Success".

The race for success and winning strategies will be further explored on the first evening by after-dinner speaker and athletics legend Colin Jackson CBE, fresh from covering the 2004 Olympic Games for the BBC. The conference will be chaired by of BBC Business frontman Declan Curry.

Keynote speaker is David Taylor, industry guru and best-selling author of "The Naked Leader", who will highlight the crucial personal leadership and motivational skills required of future IT managers and directors.

The two-day conference will provide a unique opportunity for delegates to learn from specialists at the highest level, while sharing ideas with their peers at one of the UK's most impressive corporate venues. Activities will focus on the three key elements of success : Leadership of People, Leadership of Business, and Leadership of Technology.

Among the guest luminaries, Alistair Baker, MD of Microsoft UK, will discuss leadership and personal development as viewed by the leading global brand. Robin Barrett, Senior VP American Express Technologies, will examine the leadership role in optimising the value of IT, and the question of IT representation in the boardroom. Stefano Cavanelli, Vodaphone's Director of Telecoms Systems, will provide key insights into wireless networking and the management implications of "business anywhere, anytime, anyplace."

Other speakers will reveal more of the latest thinking on contemporary leadership issues, and ways for IT managers to energise, inspire and lead their colleagues to success.

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“This conference is special in a number of ways,” comments Kevin Brownlow, NCC Marketing & Events Manager. “Our chosen speakers are not only influential leaders in their field but outstanding communicators, whose view of the future as it will affect IT managers is unique. With 5-star accommodation and a world-class venue, the event represents outstanding value for NCC members and non-members alike.”

The 38th National conference of the NCC takes place on Tuesday 26th and Wednesday 27th October at the Celtic Manor Resort, Newport, home of the Wales Golf Open and venue for the Ryder Cup in 2010, and delegates can enjoy a complimentary round of golf or golf lesson after the event.

Cost is £695 + Vat for NCC members, £895 +Vat for non-members, including lunch and refreshments on both days and evening meal on 26th. A discount of £100 per delegate is available for bookings before 31st August. Early booking is recommended as the event is expected to be subscribed rapidly.

Full information can be obtained from NCC by calling 0161 228 6333 or visiting www.ncc.co.uk

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Information for Editors :

The National Computing Centre (NCC) is the UK’s foremost independent membership organisation for technology users. Established in 1966 as a company limited by guarantee, NCC offers a unique portfolio of services to help organisations manage technology, processes and people, and deliver effective IT. NCC works closely with members to understand their needs and deliver the independent, expert information, advice, guidance and tools needed to fulfil their objectives.