

Press Release  
August 2<sup>nd</sup> 2011

**MAJOR AID CHARITY TO USE GAME POWER TO ENGAGE WITH YOUTH**

A major aid charity is to use cutting edge mobile gaming technology to encourage more young people to get involved with its work.

International aid and development charity Tearfund has hired ethical communications agency Provokateur to help it engage and interact with 17 to 21-year-old supporters using smart phones.

The brief, encompassing smartphones, web and social media, is a unique opportunity for the charity to employ cutting edge 'gamification' techniques.

The agency will work with the charity to build a technology platform that will reward young supporters for their involvement and enable them to connect with other users.

Due to be completed in Autumn – this pioneering project will show how such techniques can be brought to life and used successfully in the charity sector.

Tearfund Marketing and Fundraising Director Phillipa Peck said: "Provokateur have proved they can deliver at the cutting edge of the charitable sector. Using innovative digital approaches is crucial to meet our objective - to equip young people to develop sustainable rhythms of faith-inspired action that help release people from poverty.

She added: "We are very excited about the potential for this dynamic and collaborative partnership between Provokateur and Tearfund.'

Provokateur Director Joshua Blackburn said: "This project will mean Tearfund will be the first non-profit organisation to truly utilise mobile technology to engage and involve young people with the work of the charity.

Charities can sometimes be slow to catch on when it comes to technology – this is an opportunity for Tearfund to get ahead of the curve."

ENDS

Notes to editors

Provokateur is a full spectrum agency which works with ethical organisations to create communications that change the world.

For further information contact Mary-Louise Clews on 07713 631732 or [mlcpr.mail@gmail.com](mailto:mlcpr.mail@gmail.com)