



MEDIA RELEASE

ORB COMMUNICATIONS PROVIDES LIFELINE TO WOMEN'S REFUGE

Orb Communications has announced a partnership with Women's Refuge that will see women that Refuges are working with, given second-hand mobile phones pre-loaded with airtime credit. The nationwide initiative, which also encourages Kiwis to recycle their old mobile phones, begins during the Women's Refuge Annual Appeal Week, 21-27 July, and will continue indefinitely.

"Women often come to us with nothing but the clothes on their back," says Heather Henare, the Chief Executive of the National Collective of Independent Women's Refuges. "Being able to provide them with a mobile phone can literally be a lifeline for them and their children."

"We're pleased to be able to support the Women's Refuge, who do an amazing and worthwhile job for women and children, and unfortunately are overworked and under-funded", says Andrew Charlesworth of Orb.

"We believe this partnership will not only make Kiwis feel proud about giving to Women's Refuge, but also feel good about being environmentally responsible by recycling their old mobile phones."

New Zealanders can drop their old mobile phone in at any one of Orb's 40 stores around the country. Orb technicians will refurbish the phones so they're in good working order before adding airtime credit and giving them to their local Women's Refuge. However, if people do not have a

mobile phone they can still donate money at the collection boxes in store at Orb as part of the Appeal Week.

The Ministry for the Environment estimates there are up to one million unused mobile phones in New Zealand.

“We talk to customers everyday who have phones lying around in a draw or cupboard. Often they are only one or two models old and are perfectly good for basic communications.” says Andrew Charlesworth.

As well as asking communities to support its fundraising efforts, Women’s Refuge is urging people to play their part in helping improve the life of women and children experiencing domestic violence by ensuring they speak out about these human rights abuses and do not tolerate them in any way.

For information on where you can drop off your old mobile phone or donate, visit www.orb.co.nz or call 0800 ORB COM

For more information on Women’s Refuge Appeal Week, visit www.womensrefuge.org.nz

- Ends

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