Media industry gets quizzical for youth helpline charity

Thursday 28 May, 2015

160 media industry leaders will test their mental mettle in an interactive quiz event raising money for youth helpline Get Connected on 11th June, hosted at lively London hotspot, Sway in Holborn.

Teams will go head to head to raise as much as possible to fund the growing UK service supporting more than 250,000 vulnerable children and young people each year with issues as far ranging as homelessness, eating disorders, drug abuse and exam stress.

Sponsored by media marketing and digital agencies m/SIX and Rocket Fuel, Get Qu?zzical is the third annual media quiz to bring together VIPs from top creative agencies, news outlets and PR specialists for charity.

Jess Burley, CEO of m/SIX and Get Connected Trustee, says: *"Young people, and the services that support them, have never been under more strain than they are today. Poverty in the UK is growing – and in the meantime young people of all demographics are under increasing amounts of pressure to perform well at school and to conform socially, creating a pressure-cooker effect in their immediate environment which has caused suicide rates and instances of self-harm and runaways to surge.*

Our annual quiz is a major fundraiser for Get Connected, bringing together the brightest minds from media and marketing to support the charity in their increasingly necessary work. All our participants should be very proud to be involved."

Andy McNab, UK Managing Director at Rocket Fuel says: *"Rocket Fuel support Get Connected because we recognise the great work they do to help young people in need. It's great to see how Jess Burley and her team at m/SIX have supported them over the years and we are delighted to be a sponsor for what I'm sure will be a great event raising lots of money for the charity."*

Limited places are still available for teams to join in with this fantastic event. Email ruth.harper@getconnected.org.uk to book.

For more information, please visit www.getconnected.org.uk

ENDS

NOTES TO EDITORS: For more information please contact Catherine Sweet, Marketing & Communications Manager at Get Connected: 020 7009 2516 / catherine.sweet@getconnected.org.uk

- **Get Connected is the UK's free, confidential and multi-issue helpline service for young people under 25 who need help, but don't know where to turn. We help young people find a path to a brighter future.**

- Get Connected help children and young people no matter where they are in the UK and no matter what the issue. Our service is available 365 days a year over the phone, via web chat, email or our free app. Our website also includes a searchable directory of support services, plus information, advice and guidance on mental and emotional wellbeing from our trusted partners.

- Get Connected is registered charity number 1081840 and depends entirely on voluntary donations. Get Connected is a key partner of Child Helpline International, a global network of 192 child helplines in 145 countries.

About m/SIX

Founded in 2007, m/Six is the fastest-growing media planning and buying agency in the UK, with 30 offices spanning three continents. Backed by WPP, the world's largest communications agency network, and benefitting from the buying power of Group M, the global leader in media investment, m/Six offers clients something unique: the very best media pricing in the market coupled with deep creative empathy and high-quality content creation. Led by digital natives, the agency operates on the principles of Velocity planning: always on, in real-time, with the application of data and on-demand. Clients include TalkTalk, News UK, Britvic and Virgin Money.

Media:



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m/Six is a partner in The&Partnership, a new independent agency holding company where the majority owners are the founders and partners of the individual businesses, sharing one bottom line. The&Partnership comprises ten different communication businesses across four continents, with over 1,500 people, spanning ten disciplines from advertising to design, CRM, media, data, analytics, PR and social – with digital at the core of all its businesses. WPP is both a partner and a significant minority shareholder in The&Partnership.

About Rocket Fuel

In 2008, a trio of data savants hailing from the biggest and brightest digital darlings came together with a shared vision: to be a disruptive and indispensable marketing platform for brands. Rocket Fuel is now one of the fastest-growing technology companies in the world, with offices in 20 countries and 938 customers worldwide.

Rocket Fuelers are certified experts in Big Data and artificial intelligence. We're relentlessly pioneering and applying new technologies to process larger-than-life amounts of data to find the perfect matches for our customers. Our Advertising That Learns® platform works around the clock to intelligently connect consumers with brands across all channels.

Today, Rocket Fuel is a leading provider of artificial intelligence advertising solutions that transform digital-media buys into self-optimizing engines that learn and adapt in real time—all the time—to exceed advertising goals from awareness to sales. Over 500 of the world's leading brands rely on Rocket Fuel to power their display, mobile, video, and social-media initiatives. And we're just getting started.

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