Media Industry Quiz Raises £55,000 for Youth Charity Get Connected

Friday 12 June, 2015

Media industry VIPs tested their brainpower in Holborn last night, pitting their wits against one another to raise more than £55,000 for youth helpline charity Get Connected.

Get Qu?zzical is an interactive quiz event sponsored by media marketing and digital agencies m/SIX and Rocket Fuel and is the third annual media quiz to bring together top creative, PR and news agencies for charity. Comedian Rory McGrath hosted the event at London hotspot Sway Bar, and teams went head to head with the support of quiz champions including 2014 Mastermind winner Clive Dunning, long-time supporter of Get Connected.

Funds raised from the event will support the growing UK service which helps vulnerable children and young people find support with issues as varied as self-harm, sexual health, homelessness and unemployment. Last year, Get Connected supported 250,000 under 25s in crisis. This is expected to rise to more than 330,000 in the next 12 months.

Jess Burley, CEO of m/SIX and Get Connected Trustee, says: *"It's truly fantastic that so many people have gotten behind this event to support Get Connected. Our collective fundraising efforts will make a huge difference to the charity, enabling them to raise awareness of their vital helpline service so that they can support thousands more young people in need. It is undoubtedly a tough world for those starting out in life today, but together, we can ensure that Get Connected is there for them, whenever they need help."*

Andy McNab, UK Managing Director at Rocket Fuel says*: "What a fantastic event! A great time was had by all and we managed to raise a significant amount of money for such a deserving charity, helping vulnerable young people across the UK. Jess and her team at m/SIX have done a great job at both raising awareness and much needed funds for Get Connected. I'd like to say a huge thank you to everyone who participated in this event."*

Jessica Taplin, CEO at Get Connected, says: "*Get Connected is truly thankful to everyone for their hard work in making this event such a success – it makes such an impact on our work to help young people find a brighter future. We are the only UK helpline service that can help young people with any issue, and we are supporting more and more children and young people every year. With your support, we can continue our vital work – thank you."*

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

ENDS

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

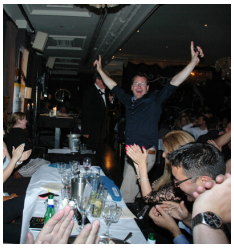
- **Get Connected is the UK's free, confidential and multi-issue helpline service for young people under 25 who need help, but don't know where to turn. We help young people find a path to a brighter future.**

- 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.

Media:









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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.

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

Rocket Fuel combines the science of Artificial Intelligence with the scale of Big Data to improve the effectiveness of programmatic marketing. Customers trust Rocket Fuel's Marketing That Learns™ to achieve brand and direct-response objectives in diverse industries across North America, Latin America, Europe, and APAC. With the acquisition of marketing technology firm [x+1] in September of 2014, Rocket Fuel now offers a complete programmatic marketing platform for the world's most innovative, always-on marketers. The platform includes data management, programmatic media-buying, site optimisation, and predictive analytics capabilities that extend across a marketer's paid and owned channels, and personalise every customer interaction. Rocket Fuel operates in more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL."

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