PR FIRMS URGED TO DONATE UN-USED IT TO HELP VULNERABLE DURING COVID-19 OUTBREAK

Monday 13 April, 2020

PR and communications firms can now donated any un-used (or under-used) IT equipment such as laptops, tablets and mobiles to help the lonely and vulnerable.

Social enterprise SocialBox.Biz works with local and national charities to put laptops into homeless centres to provide social and digital inclusion to those who need it the most.

They also support refugees living in the UK who need access to IT to connect with their families and their new communities.

They have also recently started to include older people and care homes in the scheme.

Simon Francis, Chair of the Public Relations and Communications Association and Founder Member of Campaign Collective, said:

“PR and communications firms are sat on old and un-used IT. This is a perfect opportunity to help those whose isolation is increased because of the COVID-19 lockdown.

“I’d urge every firm to do a quick audit of what they don’t need and get in touch with SocialBox.Biz”

Firms such as BP, Legal & General, Regus, Aviva, Virgin and Youngs & Co Brewery have already backed the scheme. Partner charities include Age UK London, C4WS Homeless Project, Centrepoint and Working Chance.

The team at Age UK London commented:

“The current situation is shedding light on the need for people to be connected and informed through the internet and being online is a lifeline now more than ever.”

Peter Paduh, Founder of SocialBox.Biz, said:

“With the country under lock down, many people who previously relied on human contact are now left isolated. From older people in care homes to young refugees, hundreds of thousands are in need.

“IT has never been more critical and every firm can help plug the gap.”

For more information PR teams and agencies can visit socialbox.biz or call 0843 289 5722

About SocialBox.Biz

SocialBox.Biz is a community interest company (CIC) improving the local community by providing innovative tech solutions.

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