# udopt - Newly launched charity gifts portal expects to raise £250,000 by Christmas Day

**Thursday 22 November, 2012**

udopt.co.uk, the charity gifts portal, has launched a fun new charity gift website that provides gift suggestions and ideas for people looking for something memorable to give in time for Christmas.

udopt has been created by Venturian Media, the largest online media publisher in the UK charity sector. In 2011, Venturian Media raised £1,500,000 through its charity network, signed up 12,000 direct debit donors and helped to distribute 10,000 charity gifts. udopt is expected to follow suit through animal adoptions and contribute to raising £250,000 by Christmas Day.

udopt is different to other charity gift websites. - added to the pictures and facts about the animals, udopt has a web app called the udopt'r which quickly matches an individual's character traits with that of their perfect animal alter-ego. Most udopt users will likely purchase animal adoptions as gifts for children. The udopt campaign is supported by an extended social media network where fellow "udopt'rs" can gather and exchange views with charities and the udopt team, to learn more about endangered animals.

There are a wide range of gifts to choose from with packs from WWF and Guide Dogs including cuddly toys and free tickets to see the animals from the Aspinall Foundation. Plus all adoptions come with certificates, fact sheets and updates through the year. Animal adoption is a present that will be appreciated for the whole year round.

"udopt supports the exemplary work done by the animal charities such as WWF, Guide Dogs for the Blind, The Aspinall Foundation and the RSPB through a series of strategic partnerships." Says Ross Travill, co-owner of Venturian Media and udopt.

"We saw that important animal welfare issues had fallen out of the limelight and wanted to put people back in touch with the animal kingdom in a fun and interactive way. Many animals throughout the World are endangered and a whole generation of people have grown up without any knowledge of their survival status. We hope that udopt will help them to reconnect with the debate, and take action. With donations starting from just three pounds, everyone can adopt their perfect animal, and the udopt'r is on hand to make that choice in a fun and friendly way." Says Ross Travill, co-owner of Venturian Media and udopt.

Animal Adoption Gifts

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Editor's Notes

udopt is correctly written with a small 'u'.

Venturian Media is the UK's largest online media publisher for the charity sector, running a series of long-standing donation based websites for more than 7 years. Venturian Media retains close relationships with many of the UK's leading charities and through performance based marketing initiatives align themselves with the Venturian Donate Network mission:

Education, Awareness, Fun, Action
• To educate and highlight the plight of endangered animals worldwide.
• To raise awareness and support for the initiatives of the leading animal charities.
• To deliver information in a fun and family friendly way.
• To help people reconnect with the "endangered species" debate, and take action to make a difference.

Twitter: @udoptuk [twitter.com/udoptuk]
Facebook: udoptuk [facebook.com/udoptuk]
Pinterest: udopt [pinterest.com/udopt]
Websites: udopt [www.udopt.co.uk]
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