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PRODUCT RED BONO BECKHAM

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Ken Banks offers coaching, mentoring and strategy support.

Bono, Beckham Back (PRODUCT) RED



Written by Adam Gosling

Tuesday, 15 May 2007

Motorola and Australia's Optus Communications have teamed up to further the "(PRODUCT) RED" initiative founded by U2 lead singer, Bono and Bobby Shriver, which aims to create a steady flow of private sector funds towards the fight to eliminate AIDS in Africa. The Australian launch came after similar launches in the US, UK and Singapore. Global ambassador, David Beckham is also help drive awareness of the initiative.



Motorola has developed a unique portfolio of signature red handsets top support the campaign and will donate a portion of profits from the sale of each to the Global Fund, to finance African AIDS programs with an emphasis on women and children.

The special (PRODUCT) RED Motorazr V3 and H500 Red Bluetooth headset are now available in Australia as a bundle. IT is justthe ifrst release of a series to be released over the coming year.

"MOTO (PRODUCT) RED highlights a true global emergency and allows us to help consumers in Australia take part in the Global Fund's effort to help eliminate AIDS in Africa," said Andrew Volard, Managing Director, Motorola South Pacific.

"We live in a world today that is more interdependent than it has ever been. Many of us are trying to make a difference, and looking for ways to make a contribution. With the launch of the MOTO (PRODUCT) RED collection, we're now making it easier for everyone to do their bit," said Bobby Shriver, chief executive officer, (RED).

"By simply purchasing a mobile phone from the exclusive MOTO (PRODUCT) RED collection - not only will the public have an incredible phone but they will be playing their role in helping eliminate a global epidemic. And, because you're looking good, and doing good with a MOTO (PRODUCT) RED phone - you're going to feel good. Now, that's good business."

"Twenty five million people live with HIV/AIDS in Africa alone. Together we have the opportunity to make a difference and create real change in the world by placing in people's hands the ability to get involved in a meaningful way," Volard added.

"(PRODUCT) RED has created a unique opportunity for Optus to play a part in global health programs that are essential to the well being of people living in Africa. We are proud to be the first mobile carrier in Australia to be associated with this initiative," said Michael Smith, Group Marketing

Director, Optus Consumer.

"The MOTORAZR V3 mobile phone has been extremely popular with Optus Prepaid customers and therefore it was only natural for us to offer the (PRODUCT) RED MOTORAZR V3 - particularly as a portion of the profits will have a direct impact in Global Fund programs in Africa," continued Smith.



In partnership with (PRODUCT) RED, Motorola and Optus will together contribute AUD\$19.80 directly to the Global Fund for each (PRODUCT) RED MOTORAZR V3 set (bundled with Motorola Bluetooth Headset H500) purchased with a plan. The bundle is priced at A\$249 and the customer must sign up to an Optus A\$30 Turbocharge plan which includes \$120 worth of value.

<http://au.motorola.com/red>
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