

**500 PEOPLE WIN A PLACE ON
THE VODAFONE WORLD OF DIFFERENCE PROGRAMME**

- **Over 11,000 people across the UK register interest for the programme**
- **500 will spend two months working for local charity of their choice with their salary and expenses funded by the Vodafone Foundation**

500 people have been chosen from over 11,000 who registered their interest to win a place on the [Vodafone Foundation's 2010 World of Difference UK programme](#).

The programme gives people from across the UK the opportunity to work for a charity they are passionate about. The Vodafone Foundation will pay each charity £2,500 from which the winner will get the balance once tax and National Insurance has been paid.

This is the second year that 500 people have the chance to make a difference. Last year, hundreds of charities from all corners of the UK benefited. A massive 60 per cent of those who took part have stayed connected to their charity, giving the UK's third sector much needed support. One such charity was St Andrew's Hospice in Lanarkshire, who had a programme winner last year. "World of Difference enabled us to maximise our school fundraising events," commented Louise O'Donnell, School Liaison Co-ordinator at the hospice. "We were also able to further develop our work with Lanarkshire schools and continue to promote the work of St Andrew's Hospice within our local community," she continued.

The Vodafone World of Difference programme is open to anyone over 18 in the UK who has the passion, drive and commitment to donate themselves to a charity. Taking part involved finding the right charity to suit their interests, skills and experience. For further information, please go to: vodafone.co.uk/worldofdifference. You can also join the World of Difference Facebook fan page facebook.com/worldofdifference or follow the campaign on Twitter at twitter.com/WOD_UK.

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Notes to editors:

- The Vodafone Foundation pays each charity a total of £2,500, from which the winner will get the balance once all tax and National Insurances have been paid. The foundation is also giving each charity £250 towards expenses.
- For more information on the Vodafone Foundation's World of Difference programme across the globe visit vodafone.com/worldofdifference