



23 February 2010

## **BECOGENT STAFF RISE TO THE CHALLENGE FOR SPORT RELIEF!**

beCogent is proud to announce its support for Sport Relief 2010. On Friday 19<sup>th</sup> March Sport Relief is hosting a celebrity filled night of TV on BBC One and over 100 beCogent staff will be volunteering to receive donation calls. The call centre team will be letting their hair down and fundraising themselves by doing a variety of sponsored activities, all in the name of charity.

In 2008 over 70 call centres, staffed by a staggering 10,000 wonderful volunteers, jumped at the chance to support Sport Relief, helping to raise an amazing £28 million. This year Sport Relief is set to raise even more cash with the help of the fantastic team from beCogent.

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives. Every pound raised helps people living unimaginably tough lives, both at home and across the world's poorest countries. From the Friday of fundraising fun right through to the Sainsbury's Sport Relief Mile on Sunday it promises to be a brilliant weekend. Anyone can get sponsored and enter the Mile. For more information go to [sportrelief.com](http://sportrelief.com).

**Ends**

### **Notes to Editors:**

beCogent – founded in 1999 by entrepreneur Dermot Jenkinson, in response to the rapid expansion of the multi-billion pound call centre sector – has grown organically to become one of the UK's leading providers of outsourced customer contact services.

The Company, which turns over in excess of £40m, has developed a portfolio of high-profile clients that includes Virgin Media, J D Williams, John Lewis Direct, Traveline Scotland, House of Fraser, Fortnum & Mason and the National Australia Bank Group.

beCogent has significantly increased its workforce in the last 3 years, taking the total number of staff across all sites to circa 2,500.

Despite its rapid growth, beCogent – which operates contact centres in Airdrie, Kilmarnock, Erskine, and

SS Release

Glasgow continues to focus on development and engagement of its people resulting in a high-end customer service offering to its clients.

***About Sport Relief***

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives. The Sport Relief Weekend takes place from Friday 19<sup>th</sup> March to Sunday 21<sup>st</sup> March 2010 including a night of Sport Relief telly on BBC One and the Sainsbury's Sport Relief Mile events across the UK on Sunday 21<sup>st</sup> March.

Since its launch in 2002 over 1.25 million people have taken part in Sport Relief, helping to raise over £75 million. Sport Relief has a unique history of dedicated people doing extraordinary things to rise to the challenge, from David Walliams' astonishing swim across the English Channel to Eddie Izzard's truly amazing marathon a day around the UK. All the cash raised will help transform the lives of those in desperate need across the UK and the world's poorest countries.

Further information is available at [www.sportrelief.com](http://www.sportrelief.com)

Sport Relief is an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland).

**Issued by beCogent Ltd**

**For further information please contact:**

**Valerie Weir**

**Tel: 01236 628121**

**Fax: 01236 628101**

**Email: [Valerie.Weir@becogent.com](mailto:Valerie.Weir@becogent.com)**

**Press Release**