# TNS Launches Fundraising Initiative for UNICEF

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TNS LAUNCHES â€˜IMAGINEâ€¦â€™ FUNDRAISING INITIATIVE FOR UNICEF

Commitment to raise $387,000 by the end of 2007

TNS, a world leader in market information, today announced its commitment to raise US$387,000 by the end of 2007 to fund a pre-school educational project in Cambodia, supported by UNICEF, the United Nationâ€™s Childrenâ€™s Fund. The TNS fundraising initiative, entitled â€˜Imagineâ€¦â€™ has seen TNS pledge $50,000 to date, with a further $80,000 promised by the end of 2005, $132,000 in 2006 and $125,000 in 2007, to be raised globally with the support of TNS employees.

The fundraising initiatives will kick off with â€˜Walk to Workâ€™ day on Friday 9th September, where 15 TNS offices around the world, including London, San Francisco, Barcelona and Kuala Lumpur, will be raising money by walking into work, in recognition of the hardships that many Cambodian school children face in travelling to school.

TNS began itâ€™s support for UNICEF when they made an initial donation of $250,000 to UNICEF at the beginning of 2005, $200,000 of which was sent immediately and has been used for education and child protection projects in the tsunami-affected regions of Sri Lanka and Indonesia. At the time, the group also indicated its interest in supporting a longer-term development project with UNICEF and $50,000 was set aside to start this up.

The Pre-School Education Project in Cambodia aims to expand access to pre-schools for 14,500 children aged 3-5 years and reduce dropout and repetition rates.? According to recent research 14% of children in Cambodia drop out of school in their first year and only 50% complete their primary school education. Studies have proved that by introducing children to education through pre-schools they are prepared for the challenges that full time education brings. TNS will support UNICEFâ€™s work in six provinces to build 120 new community pre-school shelters and train approximately 950 community pre-school teachers on child development and child centred teaching.

Mike Kirkham, CEO of TNS, said: â€œWe operate in 70 countries and were keen to partner with a global charitable organisation, so that our employees around the world could identify with the project and raise funds to support it.? We believe that these pre-schools will make a real difference to the lives of those children who attend them.?

â€œOur partnership with UNICEF will also make a real difference to TNS by giving our employees the opportunity to be involved in such a worthwhile international fundraising initiative. The widespread positive response to the announcement of our relationship with UNICEF indicates how proud our staff feel about TNSâ€™ participation in this fundraising work.â€•?

About TNS:TNS is a market information group. We are the worldâ€™s largest custom research company and a leading provider of social and political polling. We are also a major supplier of consumer panel, TV audience measurement and media intelligence services.

TNS operates a global network spanning 70 countries and employs over 13,000 people. We provide market information and measurement, together with insights and analysis, to local and multinational organisations.?

We combine our specialist sector knowledge with expertise in the areas of new product development, motivational research, brand and advertising research and stakeholder management to bring our clients up-to-the minute, internationally consistent information.

We think differently to help our clients build competitive advantage, making TNS the sixth sense of business.www.tns-global.com

About UNICEF:UNICEF, the United Nations Childrenâ€™s Fund, is the worldâ€™s largest organisation working specifically for children and childrenâ€™s rights. UNICEF works with local communities and governments in over 150 countries to help every child reach its full potential through long-term and emergency work on health care, education and protection for children at risk.

Further information on UNICEF can be found on http://www.unicef.org.uk/

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