

Mobile 365 Gets Behind London 2012

Mobile 365 Provides Interactive Voting for London's 2012 Olympic Bid

[BACK TO PRESS RELEASES](#)

London, UK, 13.01.2005 - Mobile 365, the global leader in mobile messaging services, has partnered with London 2012 to deploy a major campaign encouraging Londoners to 'back the bid' to bring the 2012 Olympics to the city.

By teaming up with Mobile 365, London 2012 enables British sports fans to show their support by texting "LONDON" to the cross-operator short code "82012." The campaign is promoted on poster sites, tubes, and buses across London.

Each text message received will be counted and given to the International Olympic Committee (IOC) as proof that the citizens of London are behind the bid.

"We're thrilled to be providing the interactive voting mechanism to the London 2012 bid," said Russell Tarr, Mobile 365 Country Manager, UK & Ireland. "Text voting is the ideal way for Londoners to back the city in their bid to host the games. It's easy, fast, and reliable."

Londoners who back the bid will receive a return SMS confirming that their vote has been counted. The text response, to be introduced to the service this month, will also contain details of the London 2012 Website, where further interactions to support the bid can be found.

Tarr went on to say, "The backing of Londoners, from sports fans to local business owners, is crucial to the success of the campaign. It's a privilege to be supporting the 2012 bid and wish the city the best of luck!"

London joins Paris, Moscow, Madrid, and New York in the bid to host the 2012 Olympic and Paralympic Games, with a crucial visit by the IOC Evaluation Committee due in February.

Londoners can continue to text in their support. The bid to host the 2012 games will continue until July 2005, when the IOC makes a final decision on the city of choice.

About Mobile 365

Mobile 365, created by the merger of InphoMatch and Mobileway, is the global leader in mobile data services. Mobile 365 reliably delivers messages, premium content, and value-added services for the leading mobile operators, content providers, corporate brands, and media companies worldwide. Headquartered in Chantilly, Virginia, USA, Mobile 365 has global offices in Beijing, Hamburg, Hong Kong, Kuala Lumpur, London, Madrid, Milan, Paris, San Mateo (California USA), São Paulo, Singapore, Sydney, and

Taipei. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2, and Mobile 365 has conducted thousands of mobile campaigns for hundreds of leading brands around the world. For more information, visit <http://www.mobile365.com/> .