



Invomo helps drive Mongol Rally teams with technology to support donations and regular SMS tour updates

London 9 July 2009. Invomo today announced its support for teams taking part in the Mongol Rally which will be departing from the first ever **Festival of Slow** at Goodwood on the 18th July. Over 500 teams will be simultaneously wobbling forth from Spain, Italy and the UK to take on the insane challenge which is the Mongol Rally.

The Mongol Rally is a madly adventurous no back-up, no support, no set route adventure for those bored with the blandness of modern living that is expected to raise over £500k for its official charities this year alone. Teams will take on up to 15 countries and 10,000 miles' worth of mountains, deserts, bad roads, no roads, bandits and various other pickles in comically unsuitable 1-litre cars.

The organisers said: "Imagine yourself in the middle of the Kazakh desert, your car slowly being shredded by the dirt track your map says is a motorway, completely lost hundreds of miles from civilisation with no back up crew to rescue you. Just you, your wits, your increasingly brown pants, a car that the laws of physics say shouldn't have got you past Peckham Rye and a slightly angry looking man with a gun." If this all conspires to make you think, "My goodness that's a terribly silly idea" the Mongol Rally is probably not your cup of salted Mongolian tea. If, on the other hand, you think "hang on by gad, that's exactly what I need", you've found your calling.

Nick Wiley, CEO of Invomo, said: "We are delighted to be able to support this excellent charitable endeavour which, while raising large sums of money for charities during this difficult time of dwindling donations due to the economic downturn, is also going to be great fun for all involved. Invomo is helping with the provision of a very fast and practical service for teams and their supporters to donate to the charities and sharing our skills and resources. By donating directly through the cost of a call, administration costs are minimized and we give the donor an entertaining way of generating even more money by signing up to the SMS rally progress information service. "

This is the first year that Invomo has worked with the teams to help them with their donation lines and sends its best wishes to three of the teams The Hamilton Express team, led by Sean Mullins, The Three Mongleteers, led by Aaron Gammon and the Gobi Desserts with Robert Mills in the driving seat.

Sean Mullins, team Hamilton Express said: "It is great to have the support of Invomo. The rally is a fun event and Invomo has entered into the spirit of the enterprise and provided us with fast, efficient ways of not only collecting money for the charities but making doing so an exhilarating experience. The length of the rally – up to six weeks – means that keeping in touch by SMS is a perfect way of making sure that all the thrills, spills and adventures along the road will be communicated to all who sign up for the messages."

Have a look at the Mongol Rally website and The Adventurists for more about the ongoing fight to make the world less boring! <http://mongolrally.theadventurists.com/>

More about the Mongol Rally

A third of the way around the earth, from Europe to Mongolia via a plethora of countries most people haven't heard of in a car that has an engine no bigger than 1 litre. Starting from England, Spain and Italy, the rally finishes in the Mongolian capital Ulaan Baatar around four weeks and a whole heap of adventure later. It's between about 8 and 10,000 miles depending on the route you choose to throw your trusty steed at.

The Festival of Slow at Goodwood 18th July

Goodwood Motor Circuit will be temporarily declared The Independent Republic of Adventurism and stage a spectacular celebration of slow with a heavy dash of the ridiculous and a measure of downright splendiddness.

Entertainment will include comedy rally vehicles including a furry fire engine, outrageous fancy dress and matching paint jobs, live site-wide entertainment and performers, main stage with slightly mentally unstable compare, official charities in a Mongolian Ger, traditional Mongolian wrestling and throat singing, splendid food and drink including cakes and a parade lap of the circuit to see the teams off. The Festival of Slow will fart in the face of boredom.

The Charities

The Mongol Rally isn't just about adventure, it's also about raising huge sacks of cash for some great charities. In 2007 the Mongol Rally topped £200,000 and we hope to smash that this year. Each team coming on the Rally raises a minimum of £1,000 for the Rally charities.

CYPDP - Children and Young People's Protection and Development

CYPDP is a Mongolian based non-governmental organisation that since 2002 has been helping as many youths in Mongolia as is

Mercy Corps

In Mongolia, life can be extremely tough for rural nomadic people. With the fast pace of today's modern world entire communities are lacking vital skills and income to support their families. Mercy Corps is helping to change this by supporting rural communities and herding families through a range of projects that help them live an independent and sustainable life.

CNCF - Christina Noble Children's Foundation

CNCF have a variety of projects in Mongolia that change the lives of kids who have often been given a pretty rough hand in life. The funds from the Mongol Rally support the running costs of the incredible Blue Skies Ger Village in Ulaanbaatar, the capital of Mongolia. All teams that support the village are invited to visit and meet the Country Manager, the staff and some of the kids in the village and all are left pretty much speechless with admiration at the work they do.

Nadieshda - Spanish Launch Official Charity

Nadieshda supports projects that improve the lives of orphans and homeless children in Russia and Ukraine. Their mission is to provide basic necessities such as food, clothing and shelter to orphans and homeless children, assist them in gaining necessary skills to become self-supporting functional members of society and increase public awareness of the needs of all disadvantaged and less fortunate children.

CESVI - Italian Launch Official Charity

Cesvi are based in Milan, Italy and work all over the world providing immediate help for survival in emergencies, carrying out reconstruction of vital amenities after they are damaged by war, and implementing development projects for under-privileged and poor communities. The Mongol Rally teams launching from Italy will support specific projects in Tajikistan.

About Invomo

Invomo's hosted applications and services can transform phone-based communications with an organisation's customers - whether landline or mobile, inbound and outbound. The company delivers continually optimised, reliable and secure solutions which can enhance brand, improve the processing of customer enquiries, convert more calls to business, extend the website experience and reduce costs. With over ten years of experience and state-of-the-art technology at its network operations centre, Invomo offers a pragmatic service ethic that puts the emphasis on consumer interaction and solving its customers business challenges as the priority.

Hundreds of organisations trust Invomo's solutions, from financial services to not-for-profit, media to educational establishments every day to allow them to communicate better with the people they serve, twenty-four hours a day, seven days a week. Whatever the size or nature of your business, telephone communications are crucial to your reputation, business efficiency, operations and sales and marketing. Invomo's hosted applications and services transform your phone-based communications with your customers - whether landline or mobile, inbound and outbound. We deliver continually optimised, reliable and secure solutions which can enhance your brand, improve the processing of customer enquiries, convert more calls to business, extend your website experience and reduce costs - whatever your priority.

We have over ten years of experience, state-of-the-art technology at our network operations centre and offer a creative, pragmatic service ethic that puts the emphasis on consumer interaction. We focus on your business challenges first, selling second. Our solutions are trusted by hundreds of organisations, from financial services to not-for-profit, and media to educational establishments every day to allow them to communicate better with the people they serve, twenty-four hours a day, seven days a week
www.invomo.com

For further information, please contact:

Bill Boyle on +44 (0)7764 786 488