



Media Release

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Poppy Day Appeal reaches Twitter in world first

In what is believed to be a world first, Twitter users will be able to show their support for returned servicemen and women using their mobile phone and the social media service.

ANZ today launched a service that lets Twitter users make an instant donation to the annual RSA Poppy Day Appeal from their mobile phone.

To make the donation, Twitter users text their username to 336 to make an instant \$3 donation to the appeal.

Users can then download a copy of their Twitter profile photo with a red poppy in the corner so they can update their profile and show their support.

"This is the time of year when we remember those who have served New Zealand and who have given their lives in the name of peace and freedom," ANZ's Managing Director of Retail, Kerri Thompson said.

"The poppy has become a symbol of their sacrifice, and every year hundreds of thousands of New Zealanders wear the poppy to keep the memory of these brave men and women alive.

"ANZ is doing its part to honour and support our veterans by providing a new way for people to donate and to show their support."

Poppy Day is the most important fundraising appeal of the year for the RSA. More than 200 RSAs throughout the country take part.

The Appeal gives the RSA funds to provide a wide range of welfare support for all returned servicemen and women in the area in which the funds were raised.

As well as the Twitter service, ANZ is collecting donations to the Poppy Day Appeal in ANZ and National Bank branches throughout New Zealand.

"The Poppy Day Appeal has enabled the RSA to provide invaluable assistance for our veterans and their families. ANZ is proud to support their good work," Mrs Thompson says.

For more information, please contact Pete Barnao, Corporate Affairs, ANZ New Zealand, ph 09 252 6623 or 027 277 3139.

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