

MRW collaborates in the charity campaign “Celebrity for sale” at SocialBid.org, an auction website that raises funds for different NGOs

9 July 2010- MRW is collaborating in the charity campaign “Celebrity for sale”, an original initiative organised by the charity auction website SocialBid.org, where various celebrities have put their talent or a personal object on sale to raise funds for different NGOs. A famous singer's guitar, a date with an actor, a ski trip with Blanca Fernandez Ochoa or the director Fernando Colomo's promise to read and improve an anonymous film script. Throughout the year SocialBid.org will be auctioning these celebrity donations and others made by companies that are also taking part in the initiative. Once sold, the products become important sources of finance for project of Spain's different NGOs, such as Action Against Hunger, RECAL foundation and PRASAD foundation

MRW's part in this is to send the purchases to the users of SocialBid.org, with the quickest, most reliable and best service possible. For MRW this collaboration adds to other charity initiatives in which the brand participates and that respond to a decisive commitment to continue encouraging social responsibility, a field in which it not only invests but has been involved in as a brand and as a company for 17 years.

The following people have participated in the campaign “Celebrity for sale”: Antonio Resines, La Unión singer Rafa Sanchez, Santiago Segura, Pignoise, Mago de Oz, the actor Miguel Angel Silvestre, Alex Ubago, Tony Aguilar, Nacho Cano, Fernando Romay, Alvaro Bautista, Blanca Fernandez Ochoa, Fernando Colomo, the guitarist David Otero from El Canto del Loco, Cecilia Freire, Jesus Olmedo, Jaime Chavarri and Estibaliz Gabilondo.

For the campaign launch, the communications agency Darwin & Co. has made up some creative promotional videos and even a short film for SocialBid.org, in which

the celebrities announce their sale. The first videos of the celebrities were released on 1 July and generated some confusion on the net as the celebrities “on sale” only showed their availability with a poster that read “I’m for sale”. Later the full film was revealed, in which these and other celebrities from Spanish cultural, social and sporting sectors explain what they are really auctioning at www.socialbid.org for a social cause: for antibiotics, for some biscuits, for food safety, for a decent shelter, for a child's smile...

The online auction of the donations started on 6 July with Fernando Colomo, who is going to help scriptwriters that bid to convert their scripts into the next cinematographic hit of the season. The auction winner will receive advice from Colomo on the details of his or her script and the funds money raised will go to the PRASAD foundation. In addition, Colomo has also donated an original clapperboard used when recording his film “El Pacto” and an oil painting he has painted called “India II”. The auction will end in a live demonstration of how the SocialBid.org auctions work, scheduled for 15 July and will be attended by the campaign participants.

About MRW

MRW was born in 1977 and is the leading company in Spain for express transport of small packages nationally and internationally. More than 13,000 people are linked to the brand, as the group has more than 1,300 franchises and operates in Spain, Portugal, Andorra, Gibraltar and Venezuela. In addition, it delivers an average of 25 million consignments per year and in 2009 its turnover reached 585.8 million Euros. Social Responsibility is one of the mainstays of MRW and, therefore, since 1993 it has devoted over 1.5% of its gross annual turnover to social action. Similarly, to date, more than 16 million solidarity consignments have been sent.

About SocialBid.org

SocialBid.org, the first online charity outlet store in the world, helps more than 45 NGOs in Spain to finance their social projects by selling donated products, services and experiences on the Internet. Thanks to this pioneer project, both companies and individuals can boost the work of the NGOs they choose by donating their products and services. These donations are published and promoted in the SocialBid Outlet on the Internet, and thus within reach of all Spanish residents,

who can purchase what they want at discounted prices, and have the added satisfaction that the cost of their purchase will go to the charity in the advert.
More information at: www.socialbid.es

To see the promotional video of the campaign:

Video of Colomo's auction: <http://www.youtube.com/watch?v=lvoCOAemSLU>

"I'm for sale" video: <http://www.youtube.com/watch?v=0nbUAEzSm50>

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