



23rd November 2010

GLOW LABS DEVELOPS SOCIAL MEDIA PRESENCE FOR THE UNITED NATIONS VOLUNTEERS

New Facebook page attracts almost 3,000 followers within a day of launch

Glow Labs, the award-winning digital media agency, has created a new Facebook page for the United Nations Volunteers (UNV) as part of a social media campaign aimed at inspiring thousands to end poverty. Within a day of its launch, almost 3,000 people had connected with www.facebook.com/unvolunteers, which invites volunteers, organizations, civil society, and interested people around the world to join a global discussion about how volunteerism can end poverty.

The UNV Facebook global discussion begins ahead of the International Volunteers Day (5th December), and will culminate in a 24-hour film festival (4th December). 12 films created largely by volunteers and inspired by the actions of volunteers will be shown exclusively on the Facebook page. The stories come from all corners of the globe. For example, in Haiti, Red Cross volunteer Ruth Lombard Nerlande tells people how to protect themselves against the latest cholera outbreak. In Vanuatu, community volunteers educate peers about HIV/AIDs through drama, while in Lao PDR, a UNV volunteer initiative to foster the edible insect industry is set to improve nutrition there. "These stories don't make the news but they are changing the world," says UNV Executive Coordinator, Flavia Pansieri.

Mayur Upadhyaya, managing director of Glow Labs says: *"We are thrilled to be working with such an esteemed organisation on such a worthy event. It's absolutely incredible that we attracted 3,000 followers within a day of the campaign going live"*

The Facebook page currently has 9,000 followers and this number is expected to continue to grow when the main campaign activities launch later this week. Glow Labs has also created an interactive display which will allow employees in all of the UN's global offices to follow the Facebook discussion on their screens during the 24 hour film festival.

Elisabeth Hiller, UNV Communications Advisor said, *"The world of social media is changing so fast. Glow Labs guided us through what seemed an impenetrable maze to develop a social media presence that we are really proud of and that is now an essential part of our outreach to our volunteers and supporters. They gave us creative ideas and practical solutions. Without these the launch of our social media efforts would have been far less effective."*

For more information about Glow Labs please contact info@glowlabs.co.uk

Notes to editors:

About Glow Labs

An award-winning digital media agency, Glow Labs specialises in digital, web, virals videos, social networking, apps and emerging media platforms including VOD and mobile.

The company was founded in 2008 by Magic Lantern's Chief Technologist Mayur Upadhyaya and former Creative Director Russell Stopford, and is supported by a talented digital team.

Clients and Partners include All Visual Arts, Andersen Press, C21 Media, Ealing Council, Entertainment Rights, Happy Films (makers of Bookaboo), Kinross + Render, Magic Lantern Productions, Media Guardian Edinburgh International Television Festival (MGEITF), Met Film School, Skillset, Toshiba, United Nations Volunteers (UNV) and Upstream Systems.

www.glowlabs.co.uk

About UNV

The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace of and nature of development, and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming and mobilizing volunteers.

UNV volunteers work in 128 countries around the world. Last year, 7,545 UNV volunteers from 154 countries contributed their skills towards to the work of 20 United Nations organizations, 17 UN Missions, and many local institutions.

About the UNV film festival

The film festival will be hosted at www.facebook.com/unvolunteers. It starts on 4th December at 14:00 Fiji time when the first story will be posted and discussion invited. Over the next 24 hours, 12 stories made by volunteers will be posted. You can join the festival anytime, from anywhere. Films for the festival have been contributed by volunteers working with the United Nations, the International Federation of the Red Cross, Voluntary Services overseas, Peacecorps, and civil society organizations.