



6 January 2005

## **CSL to Provide Free Live Broadcast of the "Crossing Borders Fund Raising Show" on 3G**

### ***Fully Supports Fund Raising for the South Asia Tsunami Victims***

CSL, named as a Caring Company, is showing its full support for a series of South Asia tsunami fund raising activities, including the upcoming "Crossing Borders Fund Raising Show" to be held at the Hong Kong Stadium on 7 January from 4pm to 11pm.

To promote the fund raising show to a wider audience, including people on the move, CSL is using its 3G technology to enable its 1010 and One2Free customers with a Nokia 6630 handset to watch the live broadcast of the "Crossing Borders Fund Raising Show" by i-Cable for free.

The "Crossing Borders Fund Raising Show" is available on CSL "Video World" and customers can watch the live show on their 3G handsets anywhere around town. They can also render support by making donations via SMS. Every blank SMS sent to the designated number, "501717", will be equivalent to a HK\$20 donation. Proceeds raised from the show and via SMS will be donated to five international charities, including Oxfam, The Red Cross, The Salvation Army, UNICEF and World Vision, to help tsunami victims.