



## PRESS RELEASE

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### **Czechs were most generous at the end of the year, they sent most charitable text messages in November and December**

**Christmas spirit of advent time made people think not only about their loved ones, but also about people in need. In last two months of last year, they sent them most DMS (donor text messages). SAZKAmobil additionally recorded 250% increase of total annual number of DMS since previous year.**

Donor SMS is a simple tool for contributing to good purposes. People can contribute to Czech long-lasting projects and non-profit organizations, but they can also help in cases of humanitarian catastrophes or wars abroad. Price of one DMS is always 30 CZK (1,20 USD), recipient receives 28,50 CZK. Providers of this service are Association of Mobile Networks Operators and Czech Donors Forum.

### **People sent least DMS in February**

*“Customers of SAZKAmobil sent 250% more donor texts in last year than in year 2014. Generosity of our clients can be proved by looking at outcomes of our charitable campaign supporting coaches of youth. People donated more than 72 thousand free minutes by special coupons during two weeks, therefore six years of free calls for picked coaches.”* Jan Schmiedhammer, director of SAZKAmobil, says.

### **Most popular projects are Světluška, Paraple and Kapka naděje**

People sent more than one million DMS last year, they therefore contributed about 30 million CZK. *“We used to be mainly one-time contributors, but we can see that changing. Czechs are more and more interested in long-term contributing.”* executive director of Czech Donors Forum, Klára Šplíchalová, says.

People most frequently support disabled and severely ill people, one tenth of contributions goes to humanitarian help. Czech charitable projects usually get big amount of money during beneficial concerts broadcasted on TV. Most DMS were therefore sent to projects Světluška (Glow-worm, 214 000), Paraple (Umbrella, 184 000) and Kapka naděje (Drop of Hope, 102 000). Czechs were also generous to victims of earthquake in Nepal (100 000 DMS).



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O společnosti SAZKA sázková kancelář, a.s.

SAZKA sázková kancelář, a.s., je největší a nejstarší loterijní společnost v České republice s cca 95% tržním podílem na trhu loterií a jiných podobných her. Hlavními loterijními produkty společnosti jsou číselné loterie s nejnámější hrou Sportka. Kromě číselných loterií jsou v produktové nabídce stírací losy, sportovní kurzové sázky a rychloobrátkové hry. Druhým pilířem jsou neloterní produkty, kde stěžejní postavení zauímají služby mobilního operátora SAZKAmobil, prodej vstupenek, dobíjení mobilních telefonů a zprostředkování plateb za služby a zboží. Své produkty poskytuje SAZKA sázková kancelář, a.s., hlavně prostřednictvím unikátní prodejní sítě skoro 6 900 prodejních míst rozmístěných po celé České republice. SAZKA sázková kancelář, a.s., je členem nadnárodní investiční skupiny KKCG, působící v 11 zemích na 4 kontinentech. Více na [www.sazka.cz](http://www.sazka.cz) a [www.kkcg.eu](http://www.kkcg.eu).