



Jeans for Genes

Press release

Get your virtual jeans on for genes

16 September 2009

On Friday 2nd October Jeans for Genes Day 2009 is happening not just at work and at schools but on the virtual grid. Every year people across the country make a donation to wear their jeans instead of their suits and uniforms for Jeans for Genes Day. The money raised on the day helps children and families affected by genetic disorders. This year, for the first time ever, Jeans for Genes will be holding a unique fashion show and benefit concert in Second Life.

Second Life is a free, 3D virtual world where people socialise, connect and create their own society using avatars (digital versions of their real world selves). It is community driven and as such is more sympathetic to social issues and the welfare of others. With its virtual economy of Linden dollars, Second Life has been spared the recession and continues to grow in both population and financially. These factors make it an ideal venue for Jeans for Genes Day.

The Mighty Roars, signed to London-based independent record label One Little Indian Records, will headline the benefit concert. Playing live in Second Life on the music island Menorca they will be supported by an all-star line-up of Second Life musicians and DJs.

There will also be a fashion show on the Jeans for Genes island with Jeans for Genes facsimile merchandise and limited edition denim clothing for sale. The island also features information and videos so people can learn more about the cause and how their donations support families and fund research. The clothes will only be available in Second Life only and will be as unique as the event itself.

The idea for the event came from Kaoru Sato, Creative Director of the London-based digital agency The Guild who designed the Jeans for Genes website. In designing the website he realised how difficult it is for charities to connect with people, particularly younger potential donors. With more and more people abandoning their TVs for the Internet there was a massive opportunity to create a virtual fundraising community.

"Second Life has one of the most socially-engaged audiences. Here volunteering outstrips participation in the real world," said Kaoru Sato. "Anyone under the age of 30 sees most charitable fundraising as noise, especially those campaigns that push cards through your letterbox. That approach doesn't understand their interests or attitudes and, importantly, doesn't have the impact it used to."

"We want to demonstrate the possible future of fundraising. This event, a virtual Jeans for Genes Day in Second Life, is more far reaching because we aren't bound by the confines of geography. People can participate from anywhere. Big events showcasing bands like The Mighty Roars, who are donating their time for free, are great fundraisers. Hosting the event online also means Jeans for Genes doesn't need to divert funds that are so valuable to the charity," added Kaoru Sato.

Laura Pattison, Head of Marketing for Jeans for Genes said, "Fundraising is changing and the way people communicate, especially online and virtually, needs to be reflected in our approach. This Second Life event will help us to connect with a whole new audience, on their terms, and we're looking forward to a great response."



FURTHER INFORMATION

Jeans for Genes Day is Friday, 2 October 2009.

Second Life event details, how to participate and a growing list of organisations and individuals who are donating time, skills and services to help us can be found at:

www.theguildnetwork.com/Jeans_For_Jeans_SL.html

Jeans for Genes

Is the national charity that organises the annual fundraiser Jeans for Genes Day. Jeans for Genes helps children and families affected by genetic disorders by funding support services and research into the causes and cures of these conditions.

www.jeansforgenes.com

Kaoru Sato

A graduate of Goldsmiths College Kaoru very early on realised the importance of the internet creatively and its impact on communication. Former Creative Director of pioneering digital start-up TPD Interactive and later Chemistry he co-founded The Guild in 2004.

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Second Life: Kei Mars

The Guild

The Guild a digital creative agency that believes great ideas come from genuine expertise. Crafting live, digital experiences across the internet, mobile phones and virtual worlds they have worked with a variety of high profile organisations including The British Film Institute, Arts Council England and the Home Office.

www.theguildnetwork.com

Press information

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