

Comic Relief Presents Red Nose Day 21



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A host of famous faces gathered in central London last month as three very special Red Nose Day stars were given the red carpet treatment

Gavin and Stacey's Ruth Jones, Rob Brydon and Joanna Page were joined by Steve Jones, Alex Zane, Jo Brand, Hugh Dennis and the Saturdays for the launch of the Red Nose Day 2009 campaign, but also to witness history being made.



For the first time since its launch 21 years ago, Comic Relief has released three different Red Noses – with each of the trio set to rally the nation to [Do Something Funny for Money](#) on Friday 13 March.

Rednoseday.com has always been at the centre of one of the most interactive engagements with the public. In 2007, £7m was donated to Comic Relief through the website and mobiles, contributing to the overall £67m that was raised for good causes in the UK and Africa.

For 2009 these channels are being supported by six weeks of interactive entertainment with Red Nose Day (RND) features on all the social networks plus Twitter, YouTube, Flickr and all of the RND's partner sites such as [bbc.co.uk](#) and the iPlayer, Sainsbury's, TK Maxx, Subway and BT.

The digital [RND](#) campaign is fronted by TV presenters hosting the campaign on each social network. Harry Hill presents [RND on Facebook](#), George Sampson (winner of Britain's Got Talent) on Bebo and Alex Zane on MySpace. Comic Relief is releasing exclusive 'backstage' celebrity content and exclusive photo shoots daily throughout the campaign.

UGC is being encouraged through the availability of all campaign videos on YouTube, photos on Flickr and campaign assets on RND.com for download and embedding use.

For the first time ever people can buy a digital Red Nose on the social networks while the three 'real' Noses are available for animating and [interactive games](#) on the main RND site.

The official [Red Nose Day T-shirts](#) have been exclusively designed by Stella McCartney and feature images of Morecambe and Wise, and the Beatles and are available at TK Maxx.

There is a free weekly video podcast available through iTunes as well as some classic RND sketches and singles for sale.

There are new interactive features and donation mechanics in support of the 'BT Red Nose Climb' of Kilimanjaro with Cheryl Cole, Chris Moyles, Gary Barlow and six other 'A' list celebs, as well as the new weekly dance show 'Let's Dance with Comic Relief' and the official RND singles from Rob Bryden and Ruth Jones, and The Saturdays. There is also a Red Nose Day Twitter feed that will be at the centre of the Kilimanjaro live coverage as Comic Relief follows the climbers and on the night of the TV event will feature many special guest Twitters.

With this groundbreaking campaign, new partners and online and mobile features are being confirmed regularly.

This all culminates with a spectacular night of TV on Friday 13 March from 7pm. Comic Relief: Funny for Money includes the last ever French and Saunders parody and special Red Nose treats from the cast of Outnumbered, Gavin and Stacey, and Little Britain among others.

-Ends-

About

Comic

Relief:

Comic Relief promises that for every pound the charity directly receives from the public, a pound goes to helping transform the lives

of people living with poverty and social injustice. If Red Nose Day raises £50 million, Comic Relief will spend at least £50 million doing just that.

It can make this promise because its operating budget is covered in cash or in kind from all types of supporters like corporate sponsors and donors, suppliers, generous individuals and the Government (including Gift Aid) as well as from investment income and interest.

The Red Nose Day fundraising kit includes loads of ideas to help people Do Something Funny for Money.

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