

Take an Elfie and make a difference for ALONE this Christmas

Dublin, 3rd December 2015 ALONE has today launched their online Elfie campaign. ALONE has joined up with Dublin's Q102 radio station to encourage people to share their Elfie on social media and raise money to support older people this Christmas.

ALONE are asking you to channel your inner elf by taking an Elfie, or Christmas themed selfie, sharing your Elfie on Facebook or Twitter and donating €4 to ALONE by texting **ALONE** to **50300**. Don't forget to use the hashtag #Elfie4ALONE and nominate your friends and family to get involved too.

Sean Moynihan CEO of ALONE said, "We hope that lots of people will get involved in this fun campaign and support older people in need. Christmas can be a particularly isolating time for older people who are living alone. We call on members of the public to think about older people this holiday season, not only by donating your money but also by visiting older people in your area over the Christmas period."

Scott Williams, CEO of Q102 commented, "We are so excited to help ALONE launch their Elfie campaign this year. We all like to do that extra bit for charity around Christmas time and I think this is a lovely way to support the older people that ALONE work with. We encourage everyone to share their Elfie online and to engage in the fun on Q102's Facebook and Twitter feeds."

Share your Elfie on Facebook or Twitter, text 'ALONE' to 50300 to donate €4 and nominate your friends to do the same. You can make a difference for ALONE, the charity helping older people in need. One hundred per cent of your donation will go directly to ALONE, unless your provider applies VAT, where a minimum of three twenty five goes to ALONE. Service Provider: Like Charity.