



Lady Luck Striking – Anytime, Anywhere

IN ITS ONGOING QUEST TO FIND new ways of raising much-needed funds for Rehab services for people with disabilities nationwide, Rehab Lotteries has launched Rehab Mobile, Ireland's first mobile lottery.

The new lottery features two new "scratch" cards, 'The Big One' and 'Easy Cash', which people can "scratch" from the comfort of their mobile phones to reveal instant cash prizes and sun holidays.

John McGuire, Rehab's Director of Fundraising, is hoping that this latest innovation from Rehab Lotteries will really capture the imagination of people. "We hope that these fun games will excite and interest people and, win or lose, players will still be left feeling good because all of the money generated from these games will be going towards a good cause."



Pictured above: Models Darragh Hayes and Roberta Rawat at the launch of Rehab Mobile, Ireland's first mobile lottery.

One in four people will win an instant prize from the games with prizes of up to €10,000 for 'The Big One' (price €3) or up to €5,000 for 'Easy Cash' (price €2). Players, who must be over 18 years of age, simply text the word REHAB to 51500 for the price of a standard text and, after a simple registration process, are ready to play. The games are available on all networks on most widely-available handsets that have an internet capability and players pay for their games either from their mobile phone credit or through their regular bill.

Has it been difficult to keep ahead of the pack in a market environment where there are so many charities competing for people's spare cash? John McGuire believes people recognise the great work of Rehab up and down the country and that it's about finding ways to reach them. "It is undoubtedly the case that traditional retail sales

through independent family stores have become increasingly difficult due to contraction in the sector and a smaller numbers of outlets.

"So we have had to innovate and to embrace new technologies that bring the brand to new audiences through the internet, mobile phones and interactive TV. Already we have seen over the past four years the development of a vibrant www.rehabbingo.com site and such has been its success that we are now seriously vying for the title of Ireland's number one online bingo site.

"Now, following two years of development work with Púca, one of the world's leading providers of mobile marketing solutions, we have brought Rehab Mobile to the market. I think it's clear that lottery games and other gaming products on mobiles will play a huge part in our lives in the future, particularly with the increasing use of large screen handsets. As the handsets become more sophisticated and better enabled, our plan is to

develop even more exciting games and content. As for lottery games via interactive television, that's our next area for development and I think it won't be too long before you see Rehab Lotteries playing on a TV near you too." ■

Rehab Mobile

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