

FOR IMMEDIATE RELEASE



Contact:
Wendy Chesser
Public Relations, The Time Group
Mobile: (325)650-3583
Email: wendy@thetimegroup.net

Cellular One Donates Over 1000 Pairs of Socks to Montana Shelters

Bozeman, MT –April 21, 2008 – Cellular One kicked off a new advertising campaign entitled “Service That Will Knock Your Socks Off” on March 30, 2008. The campaign is supported through television ads, radio, newspaper and billboards.

As part of the “Knock Your Socks Off” campaign, **Cellular One is donating over 1000 pairs of new socks to local shelters.** Socks will be donated to Family Promise of Gallatin Valley, Inc., a network of local faith organizations working together to help Gallatin Valley’s homeless families with children.

“We strive to provide shelter and opportunities for Homeless Families,” stated Gloria Edwards, Executive Director of Family Promise of Gallatin Valley. “We truly appreciate the donation of socks by Cellular One and can assure donors they will be put to good use.”

Since opening its doors in March 2006, the organization has served 28 families consisting of 98 persons. The group has 716 trained volunteers and a 95% success rate with participants who complete the program regaining independence and securing permanent homes.

Cellular One is also encouraging customers to donate the much needed new pairs of socks when they visit the retail stores and Cellular One will waive their activation fee now through April 26.

“Our marketing campaign is a way of showing our commitment to provide “**Service That Will Knock Your Socks Off**” stated Jonathan Foxman, President and CEO of Cellular One. “The sock donation is just another way of showing our commitment to the community.”

Cellular One offers exceptional coverage in Bozeman, and surrounding areas in Montana, and across the nation, with national calling plans that include national Nights and Weekends. For more information please contact Cellular One at 1-877-424-4666 or visit us online at www.celloneration.com.

PHOTO ATTACHED

Michael Gilkerson, Market Manager, Cellular One; Gloria Edwards, Family Promise of Gallatin Valley and Josh Roane, Cellular One

