

FOR IMMEDIATE RELEASE



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## Cellular One Donates Over 1000 Pairs of Socks to Montana Shelters

Butte, 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.**

“Those seeking help from the Mission is up by 22.7% over April 2007. Even the most basic items are in great demand for our victims. With this donation a lot of men, women and children will have something to cushion their feet from their shoes and help prevent blisters,” stated Frank Cotton, Director of The Butte Rescue Mission. Mr. Cotton went on to say that during 2007, the mission served more than 97,000 meals and provided more than 89,000 basic services such as clothing, showers, and haircuts to name a few.

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 Butte, 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.cellonation.com](http://www.cellonation.com).

### PHOTO ATTACHED

Frank Cotton, Director, Butte Rescue Mission;  
Tammie Cotton, Co-Director Butte Rescue Mission and Cheri St. John, Market Manager, Cellular One

