

Warren Kerrigan
The Can Factory
246 Westminster Bridge Road
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Wednesday 23 March 2005

Dear Warren

Red Nose Day is over and we wanted to send huge thanks from all of us at Comic Relief for all your work and support in helping us create an unforgettable Red Nose Day.

We'd love to update you and give you a big thank you in person so shortly you will be receiving an invitation to a special party at Café de Paris on Wednesday 27th April with lots of special guests.

The good news is that we broke our own record for money raised on the night - a staggering £37,808,564 and already a steady flow of cash has started to come in from all the hundreds of fundraising events around the country. We are all feeling very excited by what promises to be the best Red Nose Day ever. Audiences turned on in their millions. We had a 52% share at 9.30pm and a peak of 12.7 million viewers. Over 5 million people were still watching at midnight.

Even more exciting was the fact that we received 1.1 million unique visitors during the campaign and on the night. We processed over 225,000 transactions through the web infrastructure including: £1.4 million from interactive TV; £1.5 million from electronic call centres directly plugged into the web; and over £4 million from web donations alone. This is more than double the amount ever processed through the web and it bodes really well for the future.

This success is down to the efforts of you and your team and we just wanted to say that we hugely appreciate all that you did for us.

*Wahayay - 7 million pounds!!!
Huge result = huge
thanks.*

Love



Amanda Horton-Mastin
New Media & Development Director