

Nissan Micra supports Breast Cancer Campaign with TAAP

In a nationwide campaign to support and raise money for Breakthrough Breast Cancer and to launch the new Nissan Micra C+C, Nissan is utilising technology from real-time data specialists, **TAAP** in a “text to win” competition. Nissan, who has the largest UK presence of any car manufacturer, organised a 13 city nationwide fleet of pink Micra C+C's to raise awareness of Breakthrough Breast Cancer's new breast awareness campaign - ‘Show your breasts some TLC: Touch Look Check’. Passers by are invited to enter into the “text to win” competition, each text raising 90p for the charity.

Texters will be entered into a draw to win the first Micra C+C off the production line – a pink special edition! The “text to win” message is sent to OnTAAP Unify, a central collating engine that consolidates data from a variety of sources including SMS, television feeds and the internet, in real time. Mobile number details are stored, awaiting the prize draw and TAAP sends a thank you response with directions on how to obtain further information on the Micra C+C, including details of the www.nissan-tlctour.co.uk website.

Additionally, at the city centre events, TAAP's PDA technology will enable visitors to have their photos taken next to celebrity guests, with copies being emailed automatically to individuals and loaded in real time onto the www.nissan-tlctour.co.uk website.

Amy Close, Promotions Manager of Nissan says, “TAAP's technology provides us with a simple and flexible solution to help raise money for Breakthrough Breast Cancer whilst promoting the Micra C+C. With no software or hardware installations to worry about, all we have to do is concentrate on raising awareness and make sure that everyone we meet enters into the “text to win” contest to raise as much money as possible for this extremely worthy cause.”

“It's great to working together with Nissan once again and to be integral in helping them raise money for Breakthrough Breast Cancer,” comments **Steve Higgon**, CEO of TAAP. “All I can do is to urge as many people as possible to “text to win”, not only do you stand the chance of winner a fantastic car with a unique glass roof, but you will also be giving money to help save lives.”

Editors Notes:

Nearly 80% of all breast cancers are detected by women who report unusual changes to their doctor. This statistic highlights the importance of being breast aware. Breast awareness means knowing what your breasts look and feel like normally, so you can be aware of any changes and check them out with your doctor as soon as possible. If cancer is diagnosed, prompt treatment offers the best chance of a successful outcome.

Breakthrough Breast Cancer is the UK's leading charity committed to fighting breast cancer through research and education. Breast Cancer is the number one health concern for women in the UK with over 41,000 women diagnosed each year. In 1999, it established the UK's first dedicated breast cancer research centre, in partnership with the Institute of Cancer Research. Breakthrough Breast Cancer needs to raise at least £10 million every year to fund its programme of research and education.

About TAAP

TAAP is a leading provider of software solutions which allow organisations to mobilise their operations using hand held computers. Its award-winning agile application platform allows new systems to be delivered "OnTAAP", that is, fast, flexibly and at low cost.

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