

MEDIA RELEASE

AMAYSIM SPREAD THEIR WINGS TO SHARE BIG LOVE WITH CUSTOMERS AND STAFF

In the lead up to Mother's Day, amaysim will once again, prove why they remain one of the most loved telcos by rallying their resources to get behind one loyal customer, Danielle Snelling, and her vital Motherless Daughters cause. This is part of amaysim's new community support program dubbed *Big Love Legends* that shines a light on the amazing & positive impacts that its customers are having in their own communities.

From May 2 to May 8, amaysim will join Danielle Snelling, Co-Founder of the not-for-profit Motherless Daughters Australia and a decade longstanding amaysim customer, to drive awareness and support for the *Draw Her Wings* campaign.

The Draw Her Wings campaign is part of the annual Motherloss Awareness Week for those who have lost a mother, this year asking the community to show their support on social media by drawing a symbol of angel wings in the lead up to Mother's Day, a time that is particularly difficult.

Danielle Snelling says, "I created Motherless Daughters Australia back in 2013 with Eloise Baker-Hughes after we both lost our mums at very early ages. After realising there were limited resources or support groups to turn to, we created Motherless Daughters Australia, which seeks to give daughters who have lost their mothers a physical community that understands and can provide firsthand support. When women in our community speak about their mother's passing, they refer to it as 'the day she grew her wings', and therefore, it seemed fitting that our awareness campaign during Motherloss Awareness Week was titled Draw Her Wings."

Danielle's mum recommended that she join amaysim to help her reduce the cost of her bills.

"Ten years ago now, my mother Rosa recommended I move to amaysim as I was constantly going over my phone bill and data. She had seen an ad in the local paper at the time of a fantastic deal, and valuing the opinion of my Mum, I changed providers and have never looked back. To get the word out about the Draw Her Wings campaign, I knew I needed help from a communication specialist and so, on a whim, I guessed the email of amaysim's CEO and was in awe at the response I received," continued Danielle.

Just 24hrs after sending the email, Danielle received the backing of the entire amaysim leadership team, and it spurred amaysim into taking this idea one step further.

Chief Marketing Officer of amaysim, Renee Garner says, "At amaysim, we see our customers as real people, not a massive database of bill payers, like most telcos. We truly value each individual customer and when we heard about the positive impact Danielle was making, we wanted to help. While amaysim can never replace the incredible loss and hole losing a mother creates in one's life, we hope to use our voice and platforms to shine love to motherless daughters around Australia this Mother's Day, and make them aware of Danielle's support network, should they need it. It's us, supporting our customer in making a positive impact."

Taking Motherless Daughters Australia under their wing is just the beginning of amaysim's ongoing customer and community support program.

Launching in May, the program dubbed *Big Love Legends*, will shine a light on the amazing impacts that its customers are having in their own communities. As part of this, amaysim customers will be able to nominate their not-for-profit organisations, community-based initiatives, and social innovation programs for amaysim to get behind.

In the first round of *Big Love Legends*, up to six customer applicants will be selected to receive amaysim support, which may include providing mobile services, utilising their social and marketing channels and presenting opportunities to work with their network of partners.



Further cementing their Big Love philosophy, amaysim not only supports their customers but staff are also shown the same treatment. This is reflected in their support in spreading the word of amaysim Product Manager, Tamsin Millard's *The Not So Linear* podcast, which aims to normalise conversations around grief and loss. This provides yet another avenue for people to feel surrounded by love through motherless awareness week and into the Mother's Day weekend.

To get behind the Draw Her Wings campaign, join amaysim in drawing, painting or crafting a set of angel wings whether on paper, in the sand or in the sky. Next, text, tweet or socially share this with a friend, loved one or with the world to create awareness and share the love for motherless daughters, this Mother's Day.

For further information on Motherless Daughters Australia's Draw Her Wings Campaign, visit <https://awarenessweek.motherlessdaughters.com.au/>

To listen to *The Not So Linear* podcast, visit <https://podcasts.apple.com/au/podcast/not-so-linear/id1553150490>

For more on amaysim or the *Big Love Legends* program, visit amaysim.com.au/big-love-legends

-ENDS-

@motherlessdaughtersAU @amaysim #drawherwings #amaysimBigLove

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About amaysim:

At amaysim, 10 years of being the least complained about telco comes with certain responsibilities. With award-winning customer service, amaysim goes above and beyond to show 'Crazy Customer Love' by providing great value, frictionless connection and what customers need most: no lock-in contracts, more data, access to the Optus 4G Plus network and surprising bonuses. In other words, the amaysim SIM is a little love machine, powered by customer love. amaysim are the fourth largest mobile service provider, servicing over 1.2 million subscribers. They exist to courageously champion customers by giving them amazingly simple connectivity, smart tools, DIY account management, and transparent products with a whole lotta heart. For more info about amaysim visit www.amaysim.com.au.

About Motherless Daughters Australia (MDA):

Motherless Daughters is a registered Australian Charity raising awareness and sharing support services for women, girls and families who have experienced mother loss. For many of the 3.7 million daughters who have lost their mums, Mother's Day can be a time of renewed sadness and grief, no matter how long it has been. So, in the lead up to and culminating on Mother's Day Motherless Daughters Australia are raising awareness for the organisation and are providing hope to motherless daughters across Australia.

About The Not So Linear Podcast

Created by Tamsin Millard, the podcast aims to normalise conversations around grief and loss, helping people feel less alone in their journey. Each week, Tamsin interviews strong and inspiring people to share their own stories on how they have navigated life after loss. This includes talk about finding happiness and inspiration to continue growing. Whilst no one's journey of is linear, Tamsin amplifies that one assurance is that we can get through it together!

Listen to or download the podcast here: <https://podcasts.apple.com/au/podcast/not-so-linear/id1553150490>