

Press Release

For immediate release: UK – 14th October 2009

Lawrence Dallaglio selects ex-England team member to develop his new Foundation website

The Dallaglio Foundation is a new charitable organisation set up by England rugby legend Lawrence Dallaglio, in memory of his late mother Eileen. The Foundation raises funds for a number of good causes including Cancer Research UK, Sport Relief, Help for Heroes, the PRA Benevolent Fund, Leukaemia Research and DebRA. All the money raised goes towards very specific, tangible projects that make a real difference to people's lives.

To enhance and improve the Foundation's online presence it required a highly-effective website and content management system that would not only showcase the passion and drive of the Foundation, but would attract financial support from businesses through sponsorships and event attendance. Lawrence knew that the supplier he chose for the site had to have knowledge of the not-for-profit sector and understand the importance of the Foundation's work. So Lawrence chose Northampton-based agency Jellyfish Creative, which was founded by ex-England rugby international and British Lion Ian Hunter.

Lawrence says: *"I firmly believe that doing something worthwhile should leave you feeling good and wanting more and I knew my site had to be developed by somebody with not just a flair for design but with as much drive for achieving results as me and who better than an ex-England team mate! I was impressed by Jellyfish's experience and client portfolio and felt confident that Ian would give as much commitment to my website project as he did to his rugby!"*

After an initial consultation period, Jellyfish planned the website project and with Lawrence's input decided on a two-phased approach. Phase one included launching the brand, communicating its rationale, inspiring involvement and generating revenue.

Ian says: *"It was clear to see how much the Foundation project meant to Lawrence, which added an initial pressure for us to get it spot on. We knew it had to encompass Lawrence as a person and that the content had to relate to him – he has this unique ability to get the best out of people and the site had to totally reflect that".*

Driving the website is a dynamic content management engine that enables the Foundation to update both static and dynamic page content through any browser or operating system. The site uses many second generation website features such as RSS news syndication, social bookmarking, site forums and Twitter updates from Lawrence.

Next year Jellyfish will deliver phase two of the project which will enhance the website by delivering a number of new features such as online direct debit mandates, a donations module and an e-commerce event booking and payment solution. A dedicated media area will also be created to give the press secure access to event information, press releases, pictures and media files.

Lawrence concludes: *"It has been easy working with Ian and his team on this project and they have delivered above and beyond what was initially discussed. I am looking forward to working with Jellyfish in the future and I am delighted that Ian will be supporting the Foundation by taking part in the Dallaglio Cycle Slam, which coincides with the Six Nations rugby tournament next year".*

//ends 642 words

Editors Notes

About Jellyfish Creative

Jellyfish Creative Limited is a full-service design and marketing agency that has over 15 years' experience in delivering tailored marketing solutions and next generation websites that help organisations to improve visibility, maximise profitability and gain competitive advantage. It has an impressive client list that includes customers in the not-for-profit, legal, sports and media and IT sectors.

For more information about Jellyfish, please visit: www.jellyfishcreative.co.uk.

For company and editorial enquiries please contact Heidi Goodridge, PR executive on 01604 233933 or email: Heidi@jellyfishcreative.co.uk

For more information about the Lawrence Dallaglio and the Foundation please visit: <http://www.dallaglioofoundation.com>

Please note: Images available on request. Colour separation charges to be discussed.