

## **National press release: Thursday 19 December**

### **CrossCountry supports Digital Unite's Award-Winning Spring Online Campaign**

Digital Unite has announced that CrossCountry will act as a Supporting Sponsor for Spring Online, one of the nation's largest, annual digital inclusion campaigns which runs between 31st March – 4th April 2014.

Now in its thirteenth year, Spring Online has helped thousands of older people and less confident users take their first steps with digital technology since it started in 2002. The campaign prides itself on its community focus, encouraging individuals and organisations up and down the nation to open their doors and host events. During Spring Online 2013, an estimated 20,000 people were helped to get online, making it one of the most successful campaigns to date.

Clare Shufflebotham, Partnership Manager, CrossCountry said: "CrossCountry is delighted to be supporting Digital Unite in their campaign for digital inclusion. Retailing is increasingly being driven online and through mobile so it's important to us that as many people as possible are supported in getting online, using their smart phones and are familiar with new technology like 'print your own' tickets and mobile ticketing. As a train company who doesn't operate any station ticket offices, often our only contact with customers before they board our trains is through our website, mobile site, Train Tickets app and social media. The more people we can encourage online, the more people we'll be able to help with our useful tools, travel information and destination guides."

With around 7 million people having never used the internet and many more unable to do basic online tasks such as sending emails and searching the web, Spring Online has successfully helped to inspire tens of thousands of people to make digital technology a part of their everyday lives. Margaret, an attendee of Spring Online 2013 expressed it this way: "My grandchildren gave me an iPad for Christmas and I have hardly used it. Today I have learnt to shop online and download cooking apps."

Judith Graham, Operations Manager for Spring Online said: "We are delighted to welcome CrossCountry as a partner for this year's Spring Online campaign. In these digitally demanding times, Spring Online remains as relevant and as essential as ever in helping people across the UK to experience the significant benefits having access to the internet can bring, whether that's booking tickets, contacting friends and family or saving money. With CrossCountry's involvement this year we are looking forward to getting even more people online for 2014."

#### **Note to Editors:**

##### **ABOUT DIGITAL UNITE**

Digital Unite is one of the leading providers of digital skills learning. An independent company, it has been helping individuals and organisations to understand and use digital technology since 1996 through a range of services and products. [www.digitalunite.com](http://www.digitalunite.com)

##### **ABOUT THE DIGITAL UNITE TRUST**

The Digital Unite Trust was set up in 2011 to complement the work of Digital Unite Ltd. The focus of the Trust is on giving grants and practical assistance to individuals and organisations to realise its charitable objectives. Digital Unite and the Digital Unite Trust have separate governance and finances but collaborate on key campaigns and projects. For more information on the Digital Unite trust please visit: <http://digitalunite.com/digital-unite-trust>