



## **Mavshack: Mavshack In Partnership with number one faith-based radio station in the Philippines to help typhoon victims**

Manila 2013-12-09

*One Million Likes for One Million Peso Donation to a Long-term sustainable support for the Yolanda Victims.*

In early November of this year, the Philippines suffered from an exceptionally powerful Typhoon Yolanda (International name, Typhoon Haiyan) that devastated the parts of Central and whole Eastern Visayas.

As the victims seek hope from that shattering event, the Filipino community has once again showed the spirit of unity from other regions, local and foreign. Celebrities, non-profits, religious groups and individuals from many countries have reached out to help the victims in their own way to provide relief and sustainable assistance.

As part of its Corporate Social Responsibility, Mavshack Philippines wants to help the affected areas rebuild and begin the process of reconstruction.

In partnership with Radio Veritas 846 Global Broadcasting System, Inc. a 24 hour Roman Catholic Am station owned and operated by the Archdiocese of Manila, through the Global Broadcasting System in the Philippines, and Caritas Manila, the leading Catholic agency for social services and development, Mavshack is launching a **“Like for a Change”** campaign.

*“Radio Veritas is grateful to work with Mavshack in this Campaign. With over 1,000,000 listeners per minute, we are certain to spread this good will campaign,”* said Bro. Clifford Sorita, Operations and Marketing Consultant of Radio Veritas.

The program will be direct and simple, just login in to your Facebook account, search “Mavshack Philippines” or go directly to [www.facebook.com/mavshack](http://www.facebook.com/mavshack) and like the page. By LIKEing, a 1 Peso donation will be made on your behalf.

The idea with the LIKE campaign is to give people the opportunity, together with Mavshack, to make a difference by showing their support in an easy, yet effective way. Social Media has the power to spread words quickly and hopefully reach out to a large number of Philippines around the globe for this good cause.



The campaign goal is **1 Million LIKES** that will be converted to a **1 Million Peso** donation by Mavshack to Veritas and Caritas Manila charity fund in developing long-term sustainable solutions.

*“Mavshack is very happy and proud to be in partnership with Veritas and Caritas, in achieving one goal. And that is to help Yolanda victims to rise and start their new lives again by providing them long-term solutions through our campaign”* said Mavshack’s Global Sales Director, Jerry Lozano.



For more information or questions contact:

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#### **About Mavshack AB (publ)**

Mavshack AB (publ) with offices in Stockholm, Toronto, Los Angeles, Manila and Jakarta runs Mavshack.com, the fastest growing entertainment portal offering on-demand streaming of Filipino, Indian and Indonesian content all over the world. Mavshack also has pages on Facebook with over 1 000 000 fans.

Mavshack AB (publ) is a publicly traded company ([www.aktietorget.se](http://www.aktietorget.se))

#### **About Mavshack.com**

Mavshack.com Pinoy content page is world leading in streaming Pinoy entertainment. There is today over 2 000 movies, music videos and concert.

Mavshack.com Indian content page is a beta version that offers Indian movies.

Mavshack Indonesia content page is a beta version that offers Indonesian movies.

#### **About Mavshack Facebook**

Mavshack Facebook shows one free movie every week for their fans on Facebook.

Mavshack has different Facebook pages: Mavshack India, Indonesia and Philippines.