



In Your Space - Prostate Cancer Research Foundation Joint Initiative 'Bob Monkhouse Prostate Health Drive'

Initiative Description

In Your Space and Prostate Cancer Research Foundation are engaging in a joint initiative to; raise awareness of prostate cancer, raise donations for the Prostate Cancer Research Foundation to support vital research into prostate cancer, and support In Your Space's socially responsible growth.

The initiative is being promoted on 10 In Your Space advertising panels (Motorway Squares™) for a year long period. The production and media costs of the 10 advertising panels are donated by In Your Space free of charge to the Prostate Cancer Research Foundation. The adverts are carrying the agreed on message using Bob Monkhouse as the face of the initiative. The message on the adverts aims at increasing awareness of prostate cancer, and driving traffic to www.inyourspace.co.uk/bob with the ultimate purposes of raising donations for the Prostate Cancer Research Foundation and building a research panel for In Your Space. The initiative is to be also promoted using direct marketing and online activity to drive traffic to the initiative's webpage.

The www.inyourspace.co.uk/bob webpage holds a brief message about prostate cancer and asks visitors to help complete an advertising survey by filling in a survey questionnaire. By completing the questionnaire directed to by www.inyourspace.co.uk/bob respondents help in completing an advertising survey, join the Bob Monkhouse Prostate Health Drive to help In Your Space conduct advertising research needed to support its operations, and contribute towards raising £500 to the Prostate Cancer Research Foundation. In Your Space will then donate £500 for every completed survey to the Prostate Cancer Research Foundation to help support vital research into prostate cancer.

Terms and Conditions

- Bob Monkhouse is the face of the joint initiative.
- The initiative uses both In Your Space and Prostate Cancer Research Foundation logos and branding.
- The Prostate Cancer Research Foundation is notified by In Your Space whenever a new survey is launched and completed.
- A survey is deemed complete upon changing the survey www.inyourspace.co.uk/bob links to.
- A £500 donation per survey completed will be paid to the Prostate Cancer Research Foundation by In Your Space within 1 month of the date of completion of the survey.
- Respondents must be aged 18 or over and by entering agree to enter into such activity in agreement with the description above and the stated terms and conditions.
- The details of survey respondents will be held by In Your Space to build the research panel described above.

- Members of the survey panel will be contacted by email to inform them of the launch of any new surveys.
- Neither In Your Space nor the Prostate Cancer Research Foundation will disclose any details of members of the Bob Monkhouse Prostate Health Drive to third parties.