

Web Agency Alchemy Viral Supports Works of Educating the Children

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London, UK ([RPRN](#)) 08/23/12 — A leading provider of Web Search [Optimisation](#) services, Alchemy Viral, this week report that it is endorsing and supporting the work of one of the country's leading children's charities.

Alchemy Viral, the Richmond-based online optimisation specialist, will support Educating the Children (www.etceducation.org) in its work to raise awareness of children's education and rights in the Masai Mara, Kenya. Among the projects the charity works on are Female Genital Mutilation (FGM) and enforced childhood marriages in Masai Mara.

The Educating the Children organization was established when one of the charity's founders went on a trip to the Masai Mara and found quite shocking conditions for children there. Among the main problems were too many children in classrooms, not enough few teachers and no education at all for many children of secondary school age.

The charity also works to raise awareness of FGM and enforced childhood marriages in the region, with some girls as young as 8 forced to marry.

Though the Masai Mara has long been known as a tourist destination, the region's citizens are very much neglected and ignored. Alchemy Viral Managing Director Andreas Voniatis wants his company's support to translate into assistance for projects like ETC building a secondary school for girls in the Masai Mara.

"I have great sympathy with the aims of ETC. My daughter is just 3 months old. Like every parent in every country I have high hopes for her. I can't imagine her being denied an education, or even worse being a victim of enforced marriage or FGM", commented Andreas Voniatis.

"I want to spread the word about the charity's work. We will be quite overt in our support of ETC to all of the people we communicate with, be it by email, our website, or corporate activities. We are also supporting the charity with what we do best... raising their profile on the web. We have already created a Facebook page for the charity and added a [link](#) to our Facebook page. We are Tweeting regularly about ETC and teaching them also the importance of regular publishing and how to earn coverage across the web".

Sonal Kadchha, co-founder of ETC, is pleased to have Alchemy Viral's support: *"I'm very pleased that Andreas has come on board to support ETC - not only is he contributing financially but his help in increasing our online presence is invaluable given the importance of social media in the world today".*

Andreas Voniatis will travel to the Masai Mara to see ETC's work for himself this year. ETC recently announced that one of the classrooms in its new secondary school for girls will be named after Andreas' young daughter, Julia.

About Alchemy Viral

Alchemy Viral was founded in 2007. The company started out servicing small enterprises and now works with major digital agencies in the UK, Germany

and Australia, working for major brands and publicly quoted companies. It is fast becoming one of Europe's leading multilingual web [search](#) media publishing firms providing safe and ethical web search optimisation for their clients. It is the only firm in the UK that gears its practices and measures of success beyond the search engines such as Google and Bing. It uses other unique methods to find potential customers and drive them to the target website, bringing more visitors and hence business to clients. Clients are delighted with the results. The team also has the advantage of speaking a number of languages including, French, German, Swedish and Russian, to name but a few.

Media contact

For further information please contact:

E: kate@jaguarpublicrelations.com

T: 07725 035738

Media Contact Name: Kate Bodoano

Media E-mail: kate@jaguarpublicrelations.com

Media Phone: 07725 035738

Company Contact Name: Alchemy Viral

Company E-mail: kate@jaguarpublicrelations.com

Company Phone: 07725 035738

Company Web Address: <http://www.alchemyviral.com/>

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