

'Beautiful Sound by AIS' Campaign to Donate 2,000,000 Baht to the Hearing Impaired

In December 2014, AIS launched a campaign to benefit those with hearing disabilities called "Beautiful Sound by AIS".

BANGKOK, THAILAND, February 4, 2015
/EINPresswire.com/ -- AIS (Advanced Info Service Plc.), a leader in telecommunication industry in Thailand, is committed to good corporate governance and strongly supports and contributes in a Corporate Social Responsibility (CSR) program.



Beautiful Sound by AIS

In 2014, AIS launched an exclusive campaign called "[Beautiful Sound by AIS](#)" which was specially designed for those who have hearing disorders. The campaign allowed all Thais to send their New Year wishes to them by posting a video clip on [Facebook](#) or [Instagram](#) and hashtagging #aisbeautifulsound from Dec 24, 2014 – Jan 16, 2015. AIS donated 10 Baht for every wish received to The Foundation For The Deaf Under The Royal Patronage Of Her Majesty The Queen.

A few weeks after the campaign launched, the video clip has received almost 2,000,000 views.

"Beautiful Sound by AIS" campaign received a good feedback and AIS is wholehearted to donate 2,000,000 Baht to the hearing impaired.

At the end of this campaign, AIS created this special video to truthfully thank all participants who made an ordinary New Year became the most memorable one to those who received the wishes:
<http://www.youtube.com/watch?v=vgrS786R-bA>

Press release courtesy of Online PR Media: <http://bit.ly/1F6bPYI>

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