

newsworthy trends

Good News Travels Fast—And By Phone

(NAPSA)—A new survey found that opportunity doesn't always knock—sometimes it rings. In a recent national survey of young Americans (ages 14 to 24), 80 percent said they have received a phone call that changed their lives in a positive way.

Receiving a call from a friend or family member announcing a visit or a move to a respondent's city topped the list of special occasions at 67 percent. A phone call about getting a job ranked a close second at 65 percent. By contrast, "you've won" types of phone calls ranked at the bottom of the list.

The study also revealed that nearly half of today's youth have personally received a phone call about social events and dating that changed their lives in a positive way including:

- An invitation to a party where they met their boyfriend/girlfriend (47 percent);
- Someone they just met asking them out on a date (46 percent);
- An invitation to a prom or dance (45 percent).

Who do people call after getting good news on the phone? Younger respondents said news of the "pivotal moment" call was shared first with parents and friends. Older respondents tended to share news with their spouses first.

The survey was conducted by MRSI on behalf of Boost Mobile, a lifestyle-based telecommunications brand that develops and distributes wireless communications products for the youth market. Prompted in part by the nationwide study results, the company launched a new advertising campaign designed to showcase pivotal moments when a phone call, or more specifically a Boost Walkie-Talkie call, results in a



Eighty percent of young people surveyed had received news over the phone that changed their lives.

once-in-a-lifetime moment that takes young people to a higher level.

The campaign showcases two celebrity icons, (Fat Joe and Eve) who are at the top of their respective games. It applies some creative license to show how a walkie-talkie call was a pivotal moment in their lives and their successes.

Additional survey findings include:

- More females than males claim to have received a positive pivotal moment call; most notably for getting a job and having a close friend or family member visit or move to their city.
- Males rank making a sports team among the top four positive personal pivotal moment calls. This is ranked eighth among females.
- More males than females felt an increased sense of confidence as the result of the call.
- Being accepted into college or winning a scholarship via a phone call ranks within the top three moments for 18 to 24-year-olds.

For more information visit www.boostmobile.com.