

Listen Up Español Partners with BuildOn and TWX Magazine to Build Schools

Portland, Maine – October 22, 2012

[Listen Up Español](#), a Spanish-language call center, has partnered with [buildOn](#) and [TWX Magazine](#) to build a school in Nicaragua in November 2012. The three companies are also planning to work together to build a school in Haiti in 2013.

As a company, Listen Up Español has long embraced a “Code of Awesomeness,” which includes core values such as “grow brain cells” and “go beyond ourselves.” It is in this spirit that the Spanish-language call center has agreed to partner with the youth-oriented nonprofit, buildOn, to raise \$30,000 to build the Nicaraguan school.

“By building this school for women and children, we help break the cycle of poverty, illiteracy, and low expectations through service and education,” explained Listen Up Español’s president and co-founder, Tony Ricciardi. “We hope to inspire our employees and companies in the industry to reach out, like never before, and empower the people who need it the most.”



Also assisting in the fundraising was the magazine subscription agent, TWX Magazine, which often markets subscriptions through call centers. TWX Magazine provided call agents at the Listen Up Español location in Hermosillo, Sonora, Mexico with a special magazine offer for caller, and agreed to donate a dollar to buildOn for every customer who accepted the offer.

Listen Up Español employees from the Hermosillo call center and the corporate office in Portland, Maine, were asked to submit a two-minute video explaining why they felt they should be considered for the school-building project. From the many submissions, ten team members were chosen to travel to Nicaragua in November. There, they will start work on the school’s foundation side-by-side the village natives.

About Listen Up Español:

Listen Up Español is the leading bilingual call center for the U.S. Hispanic market. Headquartered in Portland, Maine and operating in Hermosillo, Mexico, the company employs over 800 native Spanish-speaking agents and provides companies with teleservices to reach the U.S. Hispanic market with optimum results.

Listen Up Español offers direct response, non-profit and corporate clients a broad range of call center services from inbound and outbound sales, customer service, and lead generation to Spanish campaign planning, scripting and advertising production services. With a focus on measurement, training, and a sales psychology, Listen Up Español has the experience to turn customer interaction into revenue. For more information about Listen Up Español, please visit <http://www.listenupespanol.com/>.

About BuildOn:

BuildOn breaks the cycle of poverty, illiteracy, and low expectations through service and education. Our afterschool service programs in the U.S. mobilize urban youth to contribute intensive service to their

own communities—helping seniors, young children, and homeless. Through buildOn, these same students build schools in developing nations, like Haiti and Malawi. These schools are educating more than 60,000 children and adults each day. In the U.S., 95% of buildOn youth graduate high school and go on to college. Join us at <http://buildon.org/>.

About TWX Magazine:

TWX Magazine (a service mark of Synapse Group, Inc.) is the largest consumer magazine distributor in the U.S., marketing subscriptions to over 700 titles from all of the major publishers. TWX Magazine is committed to supporting organizations that seek to strengthen and enrich the community through education and training, health and human services, or the arts. Visit TWX Magazine at:

<http://www.twxmagazine.tel/>