

# Charity Educating the Children Benefits from Support of Leading Web Agency Alchemy Viral



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Children in the Masai Mara region of Kenya will now be helped further following the announcement that one of the UK's leading [Web](#) Search Optimisation agencies is backing charity Educating the Children. Alchemy Viral has this week announced its support for the leading international children's charity.

Educating the Children works to raise awareness of the issues affecting children throughout the Masai Mara region, including things like Female Genital Mutilation (FGM) and enforced childhood marriages for young girls.

Masai Mara is a time-honoured favourite destination for tourists from all over the world, yet the region's inhabitants remain neglected and abused. Educating the Children was set up after one of the charity's founder visited Masai Mara and found poor education conditions, with not enough teachers and poor schooling levels for children throughout the region.

In Masai Mara some girls are forced into marriages as young as 8 years old. Andreas Voniatis, Managing Director of Alchemy Viral, wants his company to commit to supporting forward-looking projects like the current Educating the Children scheme to build a secondary school for girls in the region.

Andreas Voniatis says, "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".

"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", Andreas went on.

Sonal Kadchha, co-founder of ETC, said of the backing of Alchemy Viral:

"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", commented Sonal.

Alchemy Viral's Andreas Voniatis will visit Masai Mara this year to observe Educating the Children's work for himself - the visit will coincide with Educating the Children having recently named one of the new school's classrooms after Andreas' 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.

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