

Hires, Wins & Business

# McCann Central Strengthens Partnership with The Turing Trust

**McCANN** **McCann Central**  
Advertising Agency  
Birmingham, UK

👁️  
73

👍 LIKE

📁 ADD TO COLLECTION

28/02/2025

Share 🔗    

The partnership supports in helping thousands of students gain IT skills



For the second consecutive year, McCann Central has joined forces with The Turing Trust, a charitable organisation that supports digital education in sub-Saharan Africa. Through a donation of 158 refurbished devices – including HP laptops and desktop machines, along with 83 Macbook Pro & Air models – 3,510 students will now have access to vital IT skills, helping to bridge the digital divide.

Beyond supporting education, the donation also has a positive environmental impact. By extending the life of these devices, McCann is helping to offset 55 tonnes of CO2 emissions – the equivalent of planting 136 trees or offsetting the annual carbon footprint of six people.

This latest contribution builds on last year's donation of 212 IT devices, which provided 3,816 students with access to technology and learning opportunities.



"We're proud to continue our partnership with The Turing Trust and see our contributions make a real difference," said Anil Mangal, head of IT at McCann Central. "Access to technology opens up incredible opportunities, and we're delighted that our donation will help thousands of students develop the skills they need for the future."

Noah van der Linde, donations manager at The Turing Trust, added, "McCann's ongoing support is truly invaluable. This latest donation will allow even more students to learn and grow. We can't thank the team enough for their generosity and commitment to bridging the digital divide."

For details on The Turing Trust, visit [here](#).