



THE SOS SMS



BECAUSE WE CAN EASILY IGNORE LITTLE KIDS ASKING FOR HELP BUT NEVER, EVER, A LITTLE BEEP ON OUR CELL PHONES.

Brazil is now the 6th economy in the world but homeless children are still a sad reality. One of the most common places to see them gathered is on traffic lights, where they ask drivers for help or money. Tired of this routine, everyone closes their windows when approaching traffic lights, avoiding contact.

To raise donations and regain people's attention to these little wasted lives on the streets, Obra do Berço, a daycare institution for children in need, had a simple idea to make these little voices find their way through the glasses again: Small bluetooth antennas hidden next to the traffic lights send out sms's to the drivers sitting in the cars, as if it were the kids doing it. A link at the end of the "SMS" would take people to the website to learn how to help.

