

News Release
08 August 2013

Recycle clothes, raise funds, reward yourself!

BHS joins forces with Clothes Aid to support the NSPCC

This August, BHS is teaming up with Clothes Aid to encourage people to clear out their wardrobes to support the NSPCC.

For every full bag of clothing donated via the NSPCC's official partner Clothes Aid, BHS will give customers a £5* voucher to spend in-store** as a thank you for turning unwanted clothes into pounds for the NSPCC.

To take part, members of the public should fill a large bag with their unwanted clothes, shoes, belts and bags, and call Clothes Aid's helpline on 08450 722 780 to arrange a convenient collection time.

The money raised by the scheme will help to make a massive difference to the lives of children and young people across the UK. It could pay for more ChildLine counsellors to answer contacts from children by phone and online; help the NSPCC answer more calls from adults with concerns about a child; and enable the charity to develop its pioneering services for children who have suffered abuse and harm.

A WRAP Report*** found that consumers are throwing out almost one million tonnes of textiles, mainly clothes, shoes and linens, every year. The BHS and Clothes Aid clear out campaign provides an easy way to help the environment, and reward yourself for doing so whilst donating to a good cause!

NSPCC Fundraising Account Manager, Alison Roberts said: "Clearing out old clothes is a great way for people to support the NSPCC. The charity relies on the generosity of the general public and the money raised through this fantastic promotion will help the NSPCC to continue to protect vulnerable children."

Since 2006, BHS has raised over £1 million for the NSPCC and has committed to continue to raise more money through 2013/2014.

Collection can be arranged by contacting Clothes Aid before 30 September 2013 and BHS vouchers can be redeemed in selected stores until 31 October 2013.

From 23 -31 August, selected BHS stores across the UK will also be hosting 'Go Green' fundraising week to support the NSPCC so head down to your nearest BHS store to get involved in the fun!

- ENDS -

Notes to Editors:

* £5 off £25 spend.

** Excluding Jersey, Isle of Wight, Cardiff, Southend, St Helier, Belfast, Newton abbey, Lisburn, Holywood-Belfast stores

*** <http://www.wrap.org.uk/content/textile-collection-guide>

For more information on the NSPCC please contact: Helen Little Helen.little@nspcc.org.uk or 020 7825 1379

For more information on BHS please contact: Jacqui Venters
Jacqui.Venters@arcadiagroup.co.uk or 020 7339 2065

For more information on Clothes Aid please contact: Michael Lomotey
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About the NSPCC:

The NSPCC is the UK's leading children's charity specialising in child protection. Our vision is to end cruelty to children in the UK and we make a difference for all children by standing up for their rights, listening to them, helping them when they need us and by making them safe. The NSPCC runs projects and services across the United Kingdom and Channel Islands to help vulnerable children. We also provide ChildLine, the UK's free, confidential 24-hour helpline and online service for children and young people and a helpline for adults who are worried about a child or want advice.

If you have concerns about a child or young person, you can call the NSPCC on 0808 800 5000, text 88858 or visit www.nspcc.org.uk

Children and young people can contact ChildLine on 0800 1111 or visit www.childline.org.uk

Twitter: [@NSPCC](https://twitter.com/NSPCC)

Facebook: www.facebook.com/nspcc

About Clothes Aid:

Clothes Aid is the NSPCC's official clothes collection company and has guaranteed to raise £410,000 for the NSPCC in a 12 month period. Since launching the partnership with the NSPCC in 2009, Clothes Aid has generated over £2.9 million for the charity.

Clothes Aid was started in 1996 and is the largest commercial clothing collection company in the UK. It is a social business meaning that profits are sent to the charity partners it works with or are reinvested in the business for further growth.

Clothes Aid is a fully-licensed fundraiser compliant with all UK Charity Commission regulations concerning the collection and sale of used clothing.