



‘Tis the season in Bromley..!

Christmas is a time for celebration and also reflection; and never a truer motto resonates at this time of year for Clothes Aid than ‘charity begins at home’... Clothes Aid offers a hassle free, convenient, all year round service collecting unwanted clothes direct from doorsteps across the country from people who want to give to worthy charities. These clothes are then sold to neighbouring countries (who love British fashions!) and transformed into funds for the several UK charities that Clothes Aid partners with.

As the official clothes collection partner to Make-A-Wish Foundation® UK since 2007, Clothes Aid, along with the Great British public’s support, has raised over £900,000 to help grant magical wishes to children and young people fighting life-threatening conditions. Over the years, you and your neighbours have given enough items of clothing to wrap around the whole ground floor of intu Bromley shopping centre – Thank you, Bromley!

We know you have more to give so, during November and December, look out for the Make-A-Wish UK Clothes Aid ‘give with confidence’ charity collection bags being posted through letter boxes in the Bromley area. Not only will this free up space for forthcoming Christmas presents, importantly you will be helping to make wishes become a reality.

What’s more, Make-A-Wish UK and Clothes Aid have local support over the Christmas period from one of Kent’s premiere shopping centres, intu Bromley. The festive merriments start on the 9th November with the opening of the Christmas Grotto and a Family Fun Day on the 10th November with entertainment from the Double Trouble reindeer stilt walkers, cheeky Elf balloon modellers, face painting and Santa’s Sleigh photo Booth! 1st December sees the spectacular Christmas Lights Ceremony for all the family alongside a whole host of fundraising activities throughout intu, including carol singing, collection boxes and a special Make-A-Wish wishpool.

Help intu Bromley and Clothes Aid go above and beyond our festive target of £15,000 for Make-A-Wish UK...

For Clothes Aid press enquiries, please contact Emma O’Leary on 020 7288 8528 or eo'leary@clothesaid.co.uk. For more information regarding collections, please call the Clothes Aid helpline on 020 7288 8545 or www.clothesaid.co.uk. Follow us on Twitter (@ClothesAid) and ‘like’ on Facebook (Clothes Aid) to show your support to UK charities. For more information on intu Christmas festivities, see www.intu.co.uk/Bromley.

Notes to Editor:

About: Clothes Aid is a fully licensed fundraiser, compliant with all UK Charity Commission regulations concerning the collection and sale of used clothing. Founded in 1996, Clothes Aid is now one of the largest commercial clothing collection companies in the UK who pride themselves on being fully transparent and follows industry and sector Best Practice at all times. Our bags carry the 'Give with Confidence' tick of approval from the Fundraising Standards Board, a stamp of reassurance for members of the public thinking of donating to charity. Clothes Aid is a social business that requires zero investment from charity partners with each charity receiving a contractually agreed percentage of profit, which resides between 84-95%, depending on each charity's licences and collection overheads. The modest profit remaining is reinvested to aid growth to generate more funds for charities.

Make-A-Wish UK Partnership: Clothes Aid has been Make-A-Wish UK's official clothes collection partner since 2007. Clothes Aid offers an opportunity of fundraising to charities that have no means of collecting clothes donations from the public, which generates extra funds at no cost to the charity.

