



Step up for children's charity

To celebrate their first anniversary, Mo Bróg is launching a new initiative with Clothes Aid in support of the NSPCC. Calling out to all Brighton locals that when you feel the urge to splurge on a new pair of shoes, simply take along one (or more!) of your good wearable pairs and donate them to help end child cruelty in the UK.

Taken from the Scottish Gaelic for 'my shoe', Mo Bróg of Bond Street, Brighton, are the purveyors of beautifully designed shoes that are individual and wearable. With a history steeped in leather craft, Mo Brog source quality shoes, hosiery and bags from around the world, including from its heritage region, North West Scotland.

Starting from the 12th April, anyone who brings a pair of shoes in to Mo Brog, will also receive a stamp on their Mo Brog loyalty card!

This partnership is supported by Clothes Aid, official clothes collection partner to the NSPCC, who will be making the collections from Mo Brog and turning Brighton's shoes into funds for the NSPCC. Clothes Aid strive to make it hassle free for the public to donate quality, reusable clothing, paired shoes and accessories so that charities can benefit financially without costing them a penny.

Since December 2013, Clothes Aid teams have been proudly visible in the North East, North West and West Yorkshire*, sharing information about a **new calendarised collection service**. Along with an official 'give with confidence', NSPCC Clothes Aid collection bag, residents in these areas have a handy NSPCC Clothes Aid 2014 collection calendar. It highlights monthly dates, from January 2014, showing at a glance when local Clothes Aid collection teams are in the neighbourhood collecting. Households need only leave their bag on the doorstep from 7am on the designated day – and beauty is, if they have nothing to give one month, they'll know exactly when the team will be back the next month.

With more than £140 million of clothing going to landfill in the UK Clothes Aid partner charities are at the heart of the company, as is doing their bit to make the planet better. As a proud member of the Sustainable Clothing Action Plan, Clothes Aid have committed to understanding better, with an aim to change by 2020, the way consumers acquire, use and dispose of textiles, through an industry led campaign launching next month, **Love Your Clothes**.

By offering a convenient, door to door collection service, it couldn't be easier for households to sort through their wardrobes and gift any items surplus to requirement – welcomed no doubt, considering that the average wardrobe is worth £4,000 and over 30% of that hangs around for well over a year unworn.

In the coming months, Clothes Aid are expanding the calendarised collection scheme across the country. so see this as a great incentive to donate; have a big clear after Christmas while diverting reusable clothing from landfill and importantly, giving in support of the NSPCC.



By generously giving a bag of quality clothes, paired shoes, linens, accessories, soft toys, electronic games, books, DVDs, CDs, a child's life will be changed for the better. With the great British public's support, we have raised over £3.1 million for the NSPCC to help them achieve their vision, of ending cruelty to children.

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' us on Facebook (Clothes Aid) to show your support to our UK partner charities.

Notes to Editor:

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. 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. Clothes Aid collection teams are fully uniformed, carry ID cards with fully branded livery and collect from over 45,000 households every week across the UK. Clothes Aid fundraise for some of the biggest UK charities, including NSPCC, Make-A-Wish Foundation UK, Macmillan Cancer Support, Children's Hospice Association Scotland and other regional charities, and has raised over £8 million. Clothes Aid 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. Working closely with WRAP, Clothes Aid have signed up to a commitment to measure and report the environmental 'footprint' of clothing throughout its life, and to take action to reduce the impact by 2020. The Love Your Clothes branding forms part of this awareness campaign.

The NSPCC has one vision, to end child cruelty in the UK and since 1884, has helped more than 10 million children in the UK. The NSPCC is focused on helping children who are in the greatest danger and distress, as well as support services such as 24 hour helplines, general enquiries, community projects, specialist advice and information for adults and professionals in order to help them protect children. Clothes Aid has been the official clothes collection partner to the NSPCC since 2009 and has raised over £3.1 million. NSPCC is a registered charity in England & Wales (216401) and Scotland (SC037717) via the NSPCC Trading Company Ltd. If you're worried about a child, don't wait until you're certain. Contact the helpline on 0808 800 5000. For more information or to see the various ways you can get involved, visit nspcc.org.uk

