



The true sporting nature of Cardiff...

While Cardiff City football club were psyching themselves up for their momentous victory, the people of Cardiff have proved equally sporting by donating over 10 tonnes of textiles to **The Noah's Ark Children's Hospital Charity**, through their trusted collections partner, **Clothes Aid**.

Since Clothes Aid launched their **Kerbside Textile Collection** initiative in July 2013, in an ongoing bid to help raise more funds for Noah's Ark and decrease the 350,000 tonnes of used clothing that goes to landfill, households across Cardiff have found it even easier to make a difference locally. By placing textile donations alongside their general 'black waste', the reliable Clothes Aid teams have been making scheduled four weekly collections around Cardiff. These donations are then sold for reuse throughout Europe, generating much needed funds for Noah's Ark, who helps 100,000 vulnerable babies and children in Wales needing specialist medical care each year.

Since 2008, Clothes Aid's partnership with Noah's Ark has helped to build and equip the very first Children's Hospital for Wales which treats children needing medical and cancer care, ensuring they have a world class children's hospital with the facilities they deserve. Clothes Aid has also provided funds to help build the first Teenage Cancer Trust unit and given hundreds of thousands of pounds to provide equipment.

Clothes Aid is looking forward to continuing the Kerbside Textile Collections scheme in Cardiff throughout 2013 and beyond in order to support Noah's Ark. So far, local Cardiff residents have generously given over 70,000 of quality clothes, accessories, bed linens and textiles donations, which is equivalent to every supporter in Cardiff City Stadium donating two or three items of clothing each!

Good luck in the premiership Cardiff City and
 thank you Cardiff for your continued support to The Noah's Ark Children's Hospital Charity!

-- Ends --

For media enquiries please contact Emma O'Leary at Clothes Aid on 020 7288 8528 or 07985 331085 or email eo'leary@clothesaid.co.uk. For details on the Clothes Aid Collection Calendar or more information on the Kerbside Textile Collections in Cardiff, please contact the Clothes Aid helpline on **020 7288 8545**.



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Notes to Editor:*About Clothes Aid*

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 has been The Noah's Ark's Children's Hospital Charity official clothes collection partner since 2008 and to date the partnership has collected almost 3,000 tonnes of unwanted clothing which has generated over £156,000 for Noah's Ark. Read more at www.clothesaid.co.uk

About The Noah's Ark Children's Hospital Charity

Noah's Ark Children's Hospital Charity is the only charity exclusively fundraising for the Noah's Ark Children's Hospital for Wales committed to helping 100,000 vulnerable babies and children in Wales that need specialist medical care each year. Since launching in 2000, many millions of pounds have been raised through tremendous public support. Read more at: www.noahs-ark-appeal.org.



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