



Spring into action for Zoë's Place Baby Hospice, Liverpool

Did you know... that an average wardrobe in the UK is worth over £4,000, and over **30% of it hangs around unworn for well over a year***. Spring offers the perfect opportunity to de-clutter your drawers in support of Liverpool's very own **Zoë's Place Baby Hospice** so staff can continue to provide an invaluable service to young children and their families in **Liverpool**.

Clothes Aid offers a hassle free way to donate quality clothes, paired shoes, linens, accessories, soft toys, electronic games, books, DVDs and CDs so that partner charities without shops, like Zoë's Place, can benefit financially without costing them a penny.

Clothes Aid ask householders to leave items bagged up on the doorstep by 7am on their area's specific collection day and they'll be collected by 2pm by official Clothes Aid drivers. **Look out for the new Zoë's Place Clothes Aid leaflets** currently being posted through doors of thousands of households all over Liverpool. Simply attach the leaflet to the bag so our drivers know it's a donation for Zoë's Place.



Zoë's Place in Liverpool has been caring for newborn babies and children up to five year olds with life-threatening conditions for over 19 years. Clothes Aid is celebrating five years as **official clothes collection partners** to Zoë's Place and together, with the **people of Liverpool, has raised almost £179,000**. Zoë's Place, Liverpool, comment; *"We are delighted to work with Clothes Aid. The support that we receive through this partnership is vital to keeping the doors of the hospice open. Without the funds raised by Clothes Aid we would not be able to provide our bespoke one to one care for babies who suffer with life-limiting and life-threatening conditions. Thank you for supporting this wonderful initiative."*

And what better way to celebrate five years of collections than have a spring clean, not only to divert reusable clothing from landfill but to importantly give in support of **Zoë's Place**.

Look out for your leaflets and the Clothes Aid drivers in your town and give us a wave!

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:

*WRAP report, Valuing our Clothes, 2012

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 fundraises for some of the biggest UK charities and has raised over £8 million. Now one of the largest commercial clothing collection companies in the UK, Clothes Aid prides 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 in full uniform, carry ID cards with fully branded livery and collect from over 45,000 households every week across the UK. 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.

About Clothes Aid partner charity:

Zoë's Place Baby Hospice, Liverpool offers professional care and a home from home for babies and infants with life-limiting or life-threatening conditions and their families free of charge. Zoë's Place Baby Hospice is a registered national charity No. 1092545. In addition to the Liverpool hospice, Zoë's Place also has a hospice based in Middlesbrough and Coventry.