

## FOR IMMEDIATE RELEASE

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## PRESS RELEASE

# NEW SHOPS LAUNCHED WITH 100% PROFITS GOING TO CHARITY

International humanitarian charity Penny Appeal officially launched their new 99p stores in Bradford, Manchester & Birmingham today.

The new charity shops will help people save money on household essentials and save lives at the same time. They also act as community hubs, and regional bases for volunteers, as well as a donation point where people can contribute to campaigns and even drop off unwanted items, like clothing and old laptops.

Local dignitaries attended the grand openings on Tuesday 8th of November, where a ribbon was cut to officially launch the new initiative. Attendees had a chance to find out about the work of the charity and experience a charity shop with a difference.

The Penny Appeal shop, with its distinctive orange branding, sells all kinds of products, from food to toiletries, cleaning materials to stationery, with all profits going on to support the charity's work to help the poor and needy in the UK and overseas.

Each shop features a dedicated Donation Zone, enabling passers-by to easily and conveniently give towards the charity's transformative projects. Feedback packs and insightful material are displayed in the shop, and Penny Appeal actively encourages the public to chat to their staff to find out how their donations will make a big difference.

At the ribbon cutting ceremony in Birmingham, Adeem Younis, Penny Appeal Chairman, said:

*"I would like to thank local businesses & community leaders for their ongoing support. It is a great opportunity for Penny Appeal to reach out to local donors in Birmingham, which has always been the largest door base, to support our great causes and it is wonderful to have a permanent base in the city now. Penny Appeal encourages young and old volunteers to be involved in fundraising and raise awareness on global causes. Here at Penny Appeal, we like to thank everyone involved in making this project a success and we hope to continue our good work and giving back to the community."*

Aamer Naeem, Penny Appeal, CEO in Manchester said, *"We are attempting to redefine what a charity shop should look like, where customers can buy everyday products for 99p with 100% of profits going to the charity. We have also established a regional hub where fundraising can be coordinated and also where Team Orange can engage in local & domestic work within the community"*.

Imran Hussain MP, Bradford East commented, *"It's a proud testament to people of West Yorkshire that a local organisation expanded internationally as a result of their innovative work."*

The event in Manchester was also attended by former world boxing champion and Penny Appeal supporter, Amir Khan who recently helped the charity with their efforts with the Cumbrian flood disaster.

The former Olympian commented, "It's great to see Penny Appeal involved in the local community. The charity is clearly making an impact around the world and these shops will help show off their hard work".

Donations, can also be made at the shop, and anyone interested in volunteering or fundraising for Penny Appeal can find out more by speaking to the staff or Team Orange.

Please visit Penny Appeal shops at: [www.pennyappeal.org/appeal/penny-appeal-charity-shops](http://www.pennyappeal.org/appeal/penny-appeal-charity-shops)

You'll be one of the first to peruse the completed charity shop – with a difference!

**ENDS**

**Notes to Editor:**

- Penny Appeal was launched in 2009 and now works in over 30 crisis-hit countries worldwide. As a humanitarian charity, we work to alleviate poverty by offering water solutions, supporting orphan and elderly care, restoring sight to those with preventable blindness, providing food, delivering emergency aid, and opening schools, orphanages and mosques.
- Penny Appeal's way of doing charity is simple, and has a massive impact. We make charitable giving affordable and rewardable, so your small change can make a big difference.

To learn more about the work of Penny Appeal please visit: [www.pennyappeal.org](http://www.pennyappeal.org)  
Follow us on twitter.com/pennyappeal [www.youtube.com/user/PennyAppeal](http://www.youtube.com/user/PennyAppeal)  
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All media communications, press releases and general information is co-ordinated by Penny Appeal Communications department. In the first instance, all general media and communication email enquiries should be directed to [communications@pennyappeal.org](mailto:communications@pennyappeal.org).

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