

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

ASSOCIATION OF CHARITY SHOPS DELIGHTED TO INHERIT “D-DAY: DONATE DON’T DUMP”

The Association of Charity Shops took over the “***D-day: Donate, don’t dump***” initiative this week. The initiative, launched by Mary Portas in her recent TV series, *Mary, Queen of Charity Shops*, encourages donations of quality goods to charity shops via regular workplace donating events.

Commenting on the opportunities D-day can offer, Lekha Klouda, Director of the Association, said;

“We hope that charity shops and businesses across the UK will work together to make local D-days into regular – and fun and inclusive – events to get quality donations into charity shops”.

The Association hopes that D-days will also encourage organisations from all sectors to think about how they might be able to work with it to make the initiative beneficial for everyone.

Lekha Klouda added;

“We would be happy to talk to other organisations about how they can become involved in this fantastic initiative, which is all about involving people, raising funds for charity, promoting sustainability and helping the environment”.

Jayne Cartwright, Association Board member and Head of Retail at Save the Children, which featured on the programmes, said;

“D-day was a great success for us, and we are rolling it out across all our shops. It’s a fantastic way for charity shops across the UK to increase good quality donations, form positive partnerships and increase awareness of their causes”.

ENDS

Notes to Editors

1. In 2008, the Association of Charity Shops represented 300 charities which, together, operate 6,800 shops in the UK
2. In 2008, they raised about £120m for vital charitable causes
3. 88% of charity shop income derives from sales of donated goods
4. Sales of textiles through a charity shop, in-store and for reuse or recycling elsewhere, will raise £2,500-£4,000 per tonne, bringing in on average a net profit of **£500-800**
5. "**D-day: donate, don't dump**" was coined by Mary Portas in her series, "*Mary, Queen of Charity Shops*", shown on BBC2 on 2, 9 & 16 June. It was handed to the Association following the final broadcast (closing credit below).

D Day has been taken-up by all of the charities Mary worked with and the Association of Charity Shops is now running the D Day campaign.

Contact:

David Moir, Head of Policy & Public Affairs: 020 7255 4483, david@charityshops.org.uk

For full details of D-day, go to <http://www.ddaydonate.charityshops.org.uk/>