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SCRATCH SCREWFIX'S NUTS FOR CHARITY

Screwfix is asking customers to 'scratch their nuts' for the chance to win £1000, with its new scratch cards in aid of testicular and prostate cancer awareness charity Everyman.

Continuing its support for the charity with its 'Don't be a spanner, Check your nuts' campaign, Screwfix will be selling the £1 scratch cards across its UK-wide network of over 160 trade counters from 4 April, with all proceeds going towards raising awareness of prostate and testicular cancer.

Following on from the recent 'Get it Done' T-shirts, the 'Scratch your Nuts' cards offer customers the chance to get something back from their giving, as up to five lucky customers will have the chance to win £1,000.

And even if customers find theirs isn't the golden ticket, the scratch cards can be exchanged for a free drink at a local Yates Bar.* Each scratch card also has the potential to be a cash winner if the right 'nuts' are scratched off, with £2, £5, £10 and £100 prizes also up for grabs.

John Mewett, Marketing Director for Screwfix, explains: "We know that the most common form of cancer in men is testicular cancer and Screwfix's large male customer base allows us to really reach out and make a difference, so we are thrilled to be continuing our support of Everyman this year with our scratch cards.

"With a top prize of £1,000 and the added incentive of a free drink at Yates as well as other cash prizes, we're hoping our customers really get behind Everyman and 'scratch their nuts'!"

Customers can also make a simple donation at the till with a £1 donation via the website, or get really involved in the campaign with a 'Get it Done' t-shirt, available from Screwfix.

To find out more about the forthcoming fundraising activity and how you can contribute to the ongoing efforts, you can visit your local Screwfix trade counter. .

.-ENDS-

*In accordance with drinking laws, restrictions apply in Scotland. Please see the scratch card for full terms and conditions. Screwfix reminds customers to drink responsibly.

Note to editors

About Everyman:

The Institute of Cancer Research (ICR) is home to the UK's leading male cancer campaign, Everyman, which raises awareness and funds research into prostate and testicular cancers. Much of the research takes place at the ICR's Everyman Centre - Europe's first and only centre dedicated to male cancer research. Money raised through the campaign will go directly towards supporting research at the Everyman Centre and prostate and testicular cancer scientists at the ICR. For more information visit www.everyman-campaign.org and www.icr.ac.uk.

Testicular cancer is the most common form of cancer in men aged between 15 and 44, with about 2,000 cases a year in the UK. Incidence is increasing dramatically – by almost four-fold in the last 50 years. Thanks to advances made at Everyman, testicular cancer is 99 per cent curable if caught early, and with treatment the overall cure rate is 97 per cent.

Prostate cancer has overtaken lung cancer to become the most common cancer in men affecting more than 36,000 and killing 10,000 men every year in the UK. One man dies of prostate cancer in the UK every hour.

About Screwfix:

Recognised as being “where the trade buys” and promising a fast, reliable service, Screwfix is the UK's leading multi-channel supplier of thousands of high quality screws, fixings, hand tools, power tools, plumbing and electrical supplies. Combining trade prices and a massive range of leading brand name items, Screwfix offers over 18,000 products and is fully committed to customer care and support.

PRESS information:

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