

<b>PRESS RELEASE FOR ISSUE TO:</b>	End-user trade and regional press
<b>FEATURE/RELEASE SUMMARY:</b>	Everyman T-shirt launch
<b>WITH/WITHOUT PHOTOGRAPH:</b>	With – image of T-shirt?
<b>FOR ISSUE ON:</b>	w/c 15 <sup>th</sup> November
<b>FOR APPROVAL BY:</b>	Emma Clayton, Lesa Stanton, Tatjana Tcposka
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### **‘DON’T BE A SPANNER, CHECK YOUR NUTS’ WITH SCREWFIX**

Screwfix is encouraging its customers to once again champion its ‘Don’t Be a Spanner, Check Your Nuts’ campaign with the launch of its new range of charity T-shirts, which will go on sale to raise funds for Everyman.

The leading multi-channel supplier has already handed over more than £80,000 to the male cancer charity, as staff and customers alike have been ‘going nuts’ over the last year to raise awareness of testicular and prostate cancer. Screwfix’s new limited edition T-shirts, which are up for grabs in branches nationwide from 19 November, are sure to add to the already ever-mounting fundraising total.

Following the success of the ‘Don’t Be a Spanner’ merchandise, Screwfix is hoping to raise a smile with its new ‘Get It Done’ T-shirts, which are available in three different sizes, whilst getting across a very serious health message to millions of customers. Over the last year, celebrities such as snooker star Jimmy White, funny man Paddy McGuinness and football legend Matt le Tissier have donned Screwfix’s charity T-shirts to raise money for Everyman and the new limited edition merchandise is sure to fly off the shelves.

John Mewett, Marketing Director for Screwfix, explains: “Screwfix has the capacity to reach a very large male audience and this can be used to great effect to raise awareness of male cancers, which is exactly why we’re supporting Everyman. We’ve learned that testicular cancer is the most common form of cancer in men aged 15-44, but if caught early it is 99 per cent curable.

“Our fundraising efforts so far have already demonstrated the great level of support the campaign has received from staff and customers alike, so I hope the new range of merchandise continues to raise awareness and hammer home the message to check regularly.”

The T-shirts will be on sale from 19 November for £5, with all profits going to Everyman, and are available online at [screwfix.com](http://screwfix.com), in store or via the telephone on 0500 414141. To find out more about the forthcoming fundraising activity and how you can contribute to the ongoing efforts you can also visit your local Screwfix store, and for more information on Screwfix go to [www.screwfix.com](http://www.screwfix.com).

**-ENDS-**

### **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](http://www.everyman-campaign.org) and [www.icr.ac.uk](http://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 35,000 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:

For more information and images, please contact:

Elizabeth Mitchell, McCann Erickson Public Relations, Tel: 0121 713 3868, Fax: 0121 713 3799. [elizabeth.mitchell@europe.mccann.com](mailto:elizabeth.mitchell@europe.mccann.com)