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SCREWFIX TEAM HELPS BBC CHILDREN IN NEED REACH RECORD £26 MILLION

Screwfix, the Yeovil-based multi-channel supplier of tools, plumbing and electrical equipment, pulled out all the stops last week to help the BBC's well-loved Children in Need appeal reach a record amount of money.

The award-winning call centre donated its services for the seventh year running, to take pounds and pledges for the popular charity from residents across the UK, as well as those in the South West.

Screwfix employees from all areas of the business generously volunteered to man the phones for 5 hours, handling over a thousand calls and helping to secure a fantastic £36,000 for the famous appeal. They were joined by Yeovil Town Football Coach, Darren Way, who took part in a 'keepy uppy' competition with staff. A DJ and a raffle kept staff entertained throughout the evening, and they were well fuelled with donations of pizzas, cakes and tea and coffee, from local businesses.

John Mewett, marketing director at Screwfix, said: "The whole team at Screwfix is proud to be able to offer their support for Children in Need once again. We are not only thrilled to have helped to raise such a fantastic amount of money, but we all had a great time in the process.

"It was fantastic to see local businesses pulling together for a good cause. We would like to thank all those who donated food and raffle prizes, and our special guest, Darren Way. An extra thank-you goes to everyone who contacted us to make a pledge during the evening, and of course, to everyone in the Screwfix team who gave up their time to help out."

In addition to donating their time, Screwfix employees also added to the total by taking part in a day of fun fund-raising activities. These included pin the patch on Pudsey, Scalectrix time trials and table football. There was also a fun photo corner where staff could dress up

and have their picture taken, and other competitions took place where prizes were on offer such as tickets to the Eden Project, a YTFC Shirt & Scarf and champagne.

The much appreciated support and donations came from Dominoes, Tamburinos, Jungle Jungle, Be Floral, Waterstones, Cappozzoli, Mortimers, Entertainers, Pizza Hut, 1st Bowl, Party Goldmine, Card Factory, ASK, Thomas Franks, Hollies and Yeovil Town FC

Residents in the region wanting to make a last minute pledge should visit www.bbc.co.uk/pudsey/donate

-ENDS-

Note to editors

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 14,000 products and is fully committed to customer care and support.

About the Screwfix Contact Centre:

The Screwfix Contact Centre handles approximately 35,000 inbound calls and 7,000 outbound calls a week. There are also approximately 3,000 internet related actions completed per day. It also supports local and national charities and opens up its Contact Centre for Children in Need donations each year
Customer service has been recognised by accolades at awards in 2011.

- Recognised in four categories at the South West Contact Centre Awards 2011
- Ranked in the Top 50 Call Centres for Customer Services 2011

PRESS information:

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