

Screwfix joins forces with electronic charity box to boost its fundraising for Everyman

Screwfix customers can now donate their spare change to raise awareness of prostate and testicular cancer through Pennies, the electronic charity box. The trade supplier has added Pennies to their website, which lets its customers round up their total order to the nearest pound for the Everyman appeal and other UK charities.

Screwfix has been working with Everyman since 2009, raising much needed money and awareness for the appeal which was set up by The Institute of Cancer Research in 1997 to eradicate testicular and prostate cancer. Over the last two years, Screwfix has used its profile in the male dominated construction industry to make men more aware of the symptoms of prostate and testicular cancer, and the serious health implications of not detecting the signs early.

Everyman receives 75% of donations from Screwfix. The remaining 25% will be shared amongst other UK charities, including Shelter, Together for Short Lives and the Children's Burns Trust.

John Mewett, Marketing Director for Screwfix, said: "We believe that Pennies is a really simple and sustainable way to offer our ongoing support to Everyman. We know that the most common form of cancer in men is prostate cancer and Screwfix's large male customer base allows us to really reach out. We believe that our customers pennies will quickly add up, magnifying the fundraising efforts of our staff to make a huge difference to the great work that Everyman does."

'We are really pleased Screwfix has chosen to support the Everyman appeal through Pennies, and hope customers will get involved in this great initiative' said **Nicola Ashby, Corporate Fundraising Executive, The Institute of Cancer Research**

Alison Hutchinson, CEO of The Pennies Foundation, commented: "We are thrilled that Screwfix has become the fourth retailer this month to join the Pennies movement. It is wonderful to introduce micro-donations to a new audience in support of the Everyman appeal, which resonates so well with Screwfix customers."

Screwfix is the first retailer in the Kingfisher group to adopt Pennies and is in good company with Pennies' other national partners which include Domino's Pizza, Zizzi restaurants and The Entertainer toy shop chain. The Pennies movement is building momentum with 10 national retailers and many smaller merchants now live across many different retailing categories and channels giving more consumers the option to join in. The response has been very positive with more than £450,000 being raised from over 1.8 million individual donations.

Breaking new ground, Pennies is a new channel for an old habit - dropping a few coins into a charity box on a shop counter - brought up to date to give consumers the choice to donate a few extra pennies when they pay by card. Retailers can now switch on the Pennies technology in stores, ranging from high street chains to corner shops, as well as for online and mobile purchases.

If every one of the 43 million cardholders in the UK gave once a month at an average of 30p (equivalent to a penny a day), it would raise more than £150m a year.

-ENDS-

Notes to Editors:

For further information on Pennies, please contact:

Liz Kearsley, Pennies liz.kearsley@pennies.org.uk Tel: 07814 047 175	Clare Allison, Teamspirit PR CAllison@teamspiritpr.com Tel: 020 7360 7877	Beth Gaudin, Teamspirit PR BGaudin@teamspiritpr.com Tel: 020 7360 7877
---	--	--

For further information on Screwfix, please contact:

Gemma Williams, McCannPR Gemma.williams@mccann.com Tel: 0121 713 3775	Manisha Jani, McCannPR Manisha.jani@mccann.com Tel: 0121 713 3868
--	--

Screwfix is the UK's leading cross-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, the unrivalled Screwfix catalogue offers over 18,000 products available for next day delivery or same day collection at over 200 Trade Counters nationwide. Order over the phone, online or via mobile app before 6pm for next day delivery or collect within 15 mins at any trade counter.

About Pennies:

The Pennies Foundation, a registered charity, has created Pennies, the electronic charity box. We're all familiar with the idea of dropping our change into the charity box sitting on the shop counter. The

electronic charity box is exactly the same idea but it works instead when we pay by card in store, online and increasingly by mobile. That means that it works just as well for online or high-street shopping.

Pennies makes giving to charity easy and affordable for all: customers can simply press 'YES' on the Chip & PIN machine in-store, or click the 'Donate' button online. The request is for micro-donations – literally a few pennies (1p-99p) - either by rounding up or topping up. The Pennies Foundation then ensures that all the donations are received and distributed to UK charities.

The retailer nominates the charity or charities to benefit from the majority of the amount collected with the remainder shared amongst other UK charities which cover a range of causes like cancer, children, homelessness and the elderly.

It's quick: one small step in the payment process, it's the consumers' choice and it's private too. There's no pressure or commitment to give and every penny goes to charity.

Micro-donations are powerful. There are 43 million card holders in the UK today, and around 1 million card transactions an hour. If the UK's card holders donated 30p once a month well over £150m would be raised for charity every year.

Pennies launched with its first retailer, Domino's Pizza in November 2010. Since then Travelodge, Zizzi, The Entertainer, Rugby Football Union, Barracudas Kids Camps, GO Outdoors, Meatballs restaurant, Party Pieces, BuySpares, Contact Lenses Express and Screwfix have also adopted Pennies, with more retailers launching during 2012. Pennies is inclusive and welcomes retailers of any size or channel to join the Pennies' movement.

About Everyman:

Everyman is an appeal to raise funds for research into male cancers at The Institute of Cancer Research (ICR). It was first set up in 1997 to address an urgent lack of funding for prostate and testicular cancer research.

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 37,000 and killing 10,000 men every year in the UK. One man dies of prostate cancer in the UK every hour.