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YOUR CLOTHES COULD SAVE LIVES!

Join the UK's biggest clothing collection and help brave kids beat cancer sooner

Staff at Brotherhood Shopping Centre TK Maxx, are calling on Peterborough residents to kick off the new season by clearing out their wardrobes and dropping off a bag of unwanted items in store to support the Give Up Clothes for Good campaign for Cancer Research UK Kids & Teens.

September marks Childhood Cancer Awareness Month and TK Maxx is urging you to help brave kids beat cancer sooner, in partnership with Cancer Research UK Kids & Teens .Every item donated will help fund vital research into childhood, teen and young adult cancers. Each filled bag could be worth up to £30* for Cancer Research UK.

It's easy to get involved, simply bag any unwanted clothes, accessories and quality homeware and take them to your local Brotherhood Shopping Centre TK Maxx store. All of the donated clothes will then be sold in Cancer Research UK shops and the money raised will help save lives.

Since launching in 2004, the Give Up Clothes For Good campaign has raised a staggering £19.7 million, with £15.7 million already funding groundbreaking research into childhood cancers. Give up Clothes For Good is now the UK's biggest and longest running charity clothing collection.

“Every day around 10 young people in the UK are diagnosed with cancer and this disease is the leading cause of death in children, teens and young adults in the UK. All the money raised from Give Up Clothes for Good will help fund valuable research into childhood cancers so please drop off your unwanted clothing, accessories and quality homeware to your local TK Maxx store and help us to beat childhood cancers sooner. It really is that simple to make a difference”, said Claire Rowney, Director of Cancer Research UK Kids & Teens.

The Brotherhood Shopping Centre TK Maxx store team have been busy doing their bit to support Give Up Clothes for Good.

Community Champion Mr Simon Stanford says: “We’ve been rallying the troops, getting ready to do our bit to help drum up as many donations and as much support as possible. The Give Up Clothes For Good campaign always gets a fantastic response from our associates and customers. This is the perfect time of year to clear out your wardrobe before we head into the autumn/ winter season and we are urging customers to donate their clothes to our store to make a difference. Simply fill a bag with unwanted clothes, accessories and quality homeware, drop it off in our store, and leave the rest to us.”

Any bags can be used but special Give Up Clothes for Good bags will be available in store from February. The campaign will continue to run throughout the rest of the year, giving more people more opportunities to donate and support, raising more funds for Cancer Research UK Kids & Teens and helping beat kids cancers sooner.

Show your support for Childhood Cancer Awareness Month by wearing a gold ribbon pin badge, available in TK Maxx stores nationwide for a suggested donation of £1.

For further information please contact the TK Maxx Press Office:

Lucy McGonigle email: lucy_mcgonigle@tjxeurope.com / tel: 01923 473805

*with Gift Aid

About Give Up Clothes for Good

- TK Maxx has been in partnership with Cancer Research UK since 2004.
- The partnership has raised more than £19 million for Cancer Research UK
- TK Maxx is the biggest corporate funder of research into childhood cancers in the UK
- If each UK household donated one bag of clothes, we could save 25 million bags from landfill and raise over £740 million to help beat childhood cancers
- Bags can be dropped off at any TK Maxx shop in the United Kingdom (England, Scotland, Wales, Northern Ireland).
- Once a week a Cancer Research UK driver will pick up the bags from their nearest TK Maxx store to take them to a Cancer Research UK charity shop.
- The bags will then be sorted and priced to go out onto the shop floor to be sold raising money for Cancer Research UK Kids & Teens.
- Money raised from clothes, homeware etc donated at a TK Maxx shop will fund research into children's, teen and young adult cancers (aged 0-24)

About TK Maxx

- TK Maxx is Europe's leading off-price apparel and homeware retailer selling a huge assortment of designer labels, top brands, up-and-coming labels, stylish fashion and one-off gems, at up to 60% less than the RRP or at a significant discount to the price you'd pay at a traditional department store or on the high street.
- TK Maxx launched in the UK in 1994 and now has over 270 stores across the country.
- Opportunistic buying and a no frills operation means TK Maxx can pass huge savings onto the customer.
- The average TK Maxx store and our online shop at tkmaxx.com receive several deliveries per week with each delivery containing thousands of items. Our rapidly changing assortments create the treasure hunt shopping experience that our customers love. You can now also buy online at www.tkmaxx.com.
- Follow TK Maxx on Twitter @TKMaxx_UK and Instagram; become a TK Maxx fan on Facebook at www.facebook.com/tkmaxx,
- TK Maxx is part of TJX Europe, the European subsidiary of the US group The TJX Companies, Inc.

About Cancer Research UK Kids & Teens

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research. It's also the biggest funder of research into childhood cancers in the UK.

- In the UK, more than four children (0-14 year-olds) are diagnosed with cancer every day (around 1,500 a year)
- Around 2,200 teens and young adults (15-24 year-olds) are diagnosed with cancer every year in the UK – that's around six teens and young adults every day
- Three-quarters of children (0-14 year-olds) with cancer are now cured compared with around a quarter in the late 1960s

- Together with its partners and supporters, Cancer Research UK Kids & Teens' vision is to find cures and kinder treatments for children and young people with cancer
- Cancer Research UK receives no government funding for its life-saving research. Every step it makes towards beating children's cancers relies on every pound donated
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses
- Money raised through Cancer Research UK Kids & Teens will be ring-fenced to fund research into children's, teen and young adult cancers (aged 0-24). Donations will help find cures and kinder treatments for children with cancer
- TK Maxx, the largest corporate funder of children's cancer research in the UK and a decade long supporter of Cancer Research UK, is the lead partner of Cancer Research UK Kids & Teens. The fashion retailer has raised a total of £19.7m for the charity since 2004, of which £15.7m has contributed to pioneering children's cancer research. TK Maxx's flagship fundraiser for Cancer Research UK is 'Give Up Clothes For Good' – the UK's biggest clothes collection which asks the public to drop off bags of unwanted clothes, accessories and quality homeware at TK Maxx stores for them to be passed on to Cancer Research UK shops and resold