

## **Firkins Bakery adopts charity of the year**

**Launch Tuesday 29th Jan 12.30 at 3 Station Road, Solihull B91 3TG West Midlands**

Official Launch 12.00pm 29th January 2008  
Firkins Bakery, Solihull Branch, Station Rd, Solihull.B91 3TG

Firkins Bakery Adopts St Basils as Charity of the Year

Firkins Bakery is raising funds for St Basils, the leading youth homelessness charity for the whole of 2008. Staff and customers will be involved in a number of activities throughout the year. A variety of ways of raising funds will take place such as collection boxes in the stores, sales of a St Basils Bun and to round it all off a big fun-day event later in the year.

St Basils red charity collection boxes are now in all Firkins Bakery stores. Customers are being encouraged to donate their small change to support St Basils, the main regional charity working with young people to prevent youth homelessness.

Early last year Mr Thomson, Operations Director approached St Basils about ways in which Firkins could support this local and well known charity. "Firkins was looking for one charity to focus all its efforts behind for this year. We picked St Basils because we believe that with our customers help we can raise money to help improve and make people's lives better in the local communities we serve"

Georgia Blackwood, St Basils Fundraising Officer comments,  
"We were so honoured when Firkins' approached us about working together. I believe this is the beginning of a fruitful relationship for both organisations. With our bright red collection boxes in all of the shops Firkins customers will be able to donate their small change so easily, knowing that their money is going to St Basils. We need to raise at least £3000 through our collection boxes that are in Firkins' 56 shops across the region. We are convinced that with the enthusiasm of Firkins staff and customers, we will achieve this target."

Throughout the year's appeal we hope St Basils will become better known to the general public through Firkins presence on the High Street. We will be hosting visits from Firkins staff so that they get to know what it is that makes St Basils so special.

We hope to raise awareness among young people and families that they can turn to St Basils for information, advice, accommodation and services for young people aged 16 to 25. We have provided information leaflets to the shops and we encourage people to visit our website on [www.stbasils.org.uk](http://www.stbasils.org.uk)

Firkins customers will be pleased to know that their contribution is ensuring that there is no cardboard city on our High Streets.

For further information about how you can help with donations please contact Georgia Blackwood on 0121-772-2483.

For information about access to St Basils accommodation, services and support contact St Basils Link on 0121-233-1508. Or if in emergency and out of hours please use our free 24hour telephone number 0800-068-7499. ENDS

There will be a St Basils display and we will be cutting a celebration 'St Basils Cake' to mark the launch of this relationship.  
For further information for media organisations contact Catherine Clarke 0121-772-2483.