Deichmann Donate To Barnardo’s Press Release

DEICHMANN DONATE SCHOOL SHOES TO FAMILIES SUPPORTED BY BARNARDO’S AHEAD OF THE NEW SCHOOL TERM

Essen, 19.08.2021

Europe’s biggest footwear retailer Deichmannn, together with the UK’s leading children’s charity Barnardo’s, culminate its summer-long ‘Best Foot Forward’ charity campaign by donating school shoes and vouchers for vulnerable families at Barnardo’s children’s centre across the UK.

After food and energy costs, buying a new pair of school shoes can be a struggle for many parents, including those accessing Barnardo’s Children’s Centres and Family Hubs which last year supported over 100,700 people. ‘Best Foot Forward’ is committed to helping families start the new term with a spring in their step, particularly after an especially challenging year for many. More than 40 families joined Deichmann and Barnardo’s at The Freeman Family Centre in North London, to receive school shoes for their children to start the new term. In addition, Deichmann has provided 1,000 vouchers to vulnerable families directly through Barnardo’s children services across the country. Parents can redeem these vouchers in-store until the end of September.

The Best Foot Forward Campaign was launched to raise awareness for the children’s charity, and was supported by celebrities and their families, including TV personalities Sam and Billie Faiers, Lydia Bright and Jake Quickenden. As headline sponsor for the charity’s annual Big Toddle sponsored walk earlier in the summer, Deichmann helped to raise £127,693, with an additional £50,000 donated by the shoe retailer to Barnardo’s.

Samuel Deichmann, Chairman at Deichmann UK said: “Since launching in May, our partnership with Barnardo’s for Deichmann’s 20th Anniversary has been a great success, and we are delighted to have been able to provide support for families most in need throughout the UK. We hope we have put a smile on their faces ahead of the new school year starting.”

Lynn Gradwell, Barnardo’s London Director said: “The support we have had from our partners at Deichmann this year has been incredible. Their generous donations will make a huge difference to the families we work with, many of whom may be struggling to make ends meet. The start of a new term is an expensive one for parents, so this extra help is much appreciated. On behalf of all the families we support, we would like to say a huge thank you.”

NOTES TO EDITORS

Deichmann
German family-owned retail giant Deichmann has been a global market leader for value footwear and accessories for women, men and children since 1913. Famed for its price guarantee on leading brand names, including adidas, Fila, Nike and Skechers and headline collaborations with A-listers Rita Ora, Halle Berry, Ellie Goulding and Cindy Crawford, Deichmann promises quality footwear at unbeatable prices for all the family. Deichmann has stores in 31 countries across the globe. The brand will be celebrating its 20th anniversary in the UK this year and now has over 100 stores nationwide. Its UK

flagships are in Westfield London and Westfield Stratford. As a company, Deichmann strives to marry fashion with quality and affordability, using a convenient ‘rack-room’ (help yourself) style shop layout to keep its margins low and pass the savings onto the customer.
www.deichmann.com

Barnardo’s
Last year around 350,000 children, young people, parents and carers were supported by Barnardo’s through more than 800 services across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes. We work to support vulnerable children in the UK and every year we help thousands of families to build a better future. But we cannot do it without you. Visit www.barnardos.org.uk to find out how you can get involved. Registered charity No. 216250 and SC037605. Follow Barnardo’s media team on Twitter @BarnardosNews.