

# Archie the unwrapped Goat...

✘ The restaurant chain, PizzaExpress, is encouraging customers to shop at Oxfam this Christmas by offering them a £5 reward to spend at any PizzaExpress when they spend £5 at an Oxfam shop or online at [oxfam.org.uk](http://oxfam.org.uk). The unique nationwide offer is available until January 2011, with Oxfam shoppers receiving a special code on their till receipt which will allow them to download an exclusive PizzaExpress voucher.

PizzaExpress and Oxfam are aiming to raise £150,000 to buy up to 6,000 goats that will change the lives of poor families around the world. The restaurant and charity shop partnership is the first of its kind and will raise funds through a combination of the in-store vouchers, donations from purchases of PizzaExpress' Padana pizza or Christmas set menu and sales of limited edition designer t-shirts.

Cathy Ferrier, Fundraising Director at Oxfam, said:-“The money PizzaExpress raises will make a huge difference to thousands of people in some of the poorest communities in the world who depend on livestock to support their whole family.”

Jane Botros, Head of External Communications for PizzaExpress, said:-“We want to give people another reason to shop at Oxfam this Christmas. Everyone enjoys pizza and we all love shopping so we felt it was a winning combination. We're thrilled to support the charity and its great work.”

As part of the campaign PizzaExpress have teamed up with fashion designer Zandra Rhodes to create a limited edition t-shirt which will also raise funds for Oxfam's work. Iconic to London, strikingly eye catching and flamboyantly designed in Zandra's favourite shocking pink, the t-shirts are £15 and available at selected Oxfam boutiques across the country and at [oxfam.org.uk/pizza](http://oxfam.org.uk/pizza) and [pizzaexpress.com/christmas](http://pizzaexpress.com/christmas) from 16th November.

Zandra Rhodes, Designer, said:-“I’m delighted that by buying one of my limited edition t-shirts, people can help fight poverty in such a practical way. I never realised goats could be so useful

The T-shirts are designed by Zandra Rhodes and one of them is  modelled here.

There is also a fun Oxfam Goat Invaders Facebook game to play which may interest some of you which you can find [here](#).

Vicky Anderson, Restaurant Manager at PizzaExpress Holyrood, said:-“The team in Edinburgh have really got behind the Oxfam partnership and have been doing a great job in raising awareness with our customers for such a worthwhile cause. We’ve seen loads of customers ordering the Padana pizza and we’re now well on our way to raising our target figure.”

There is a YouTube video which may help explain the background to the appeal.

PizzaExpress and Oxfam – Fighting poverty, one goat at a time.