

# News – children to benefit from partnership with retail giant

✘ Action for Children has partnered with House of Fraser in a deal which marks the first UK-wide official charity partnership for the retailer.

The move follows the launch of the House of Fraser Foundation to support disadvantaged children in communities across the UK where its colleagues and customers are based.

Edinburgh's Princes Street store is supporting the charity's Gilmerton Road Short Breaks service and customers can make a 50p donation at the till point. Store cafes are donating some of the sales from selected beverages between 6 and 13 March.

Funds will be raised in a variety of ways including staff fund-raising, customer engagement and company donations.

Nick Jones, managing director of fundraising, communications and policy at Action for Children, said: "Action for Children helps disadvantaged children across the UK, through practical services and programmes that are proven to work.

"In partnership with the House of Fraser Foundation, we will make a lasting difference to the lives of children who need our help the most in communities across the UK."

Frank Slevin, chairman of House of Fraser, said: "The launch of the House of Fraser Foundation is a pioneering step forward for us."