

Livingston Designer Outlet encourages shoppers to dig deep for charity

Livingston Designer Outlet is encouraging shoppers to pick up an extra gift for a vulnerable child this Christmas as it announces the return of its 'Giving Tree' for charity partner Barnardo's Scotland.

The Giving Tree first launched in 2015 to give busy Christmas shoppers an opportunity to spread festive joy amongst some of the most disadvantaged children living in West Lothian. The tree is decorated with a selection of gift tags which relate to ages and genders of children that receive support from one of the Barnardo's Scotland Services. All presents donated by shoppers will be delivered to children and families in time for Christmas Day.

Last year more than 300 gifts were donated through the Giving Tree scheme and the Outlet has already raised £25,000 for Scotland's largest children's charity since the partnership launched in 2015. This has been done through a variety of fundraising efforts, including previous Giving Trees, employee fundraising as well as thousands of pounds donated by the general public through the Outlet's giant water feature.

Kylie Wilson, Marketing Manager at Livingston Designer Outlet, said: "The festive season is all about sharing quality time with the special people in our lives and the giving and receiving of gifts but for some young people in West Lothian an extra surprise on Christmas morning would really make their day. That's why we're asking our customers, who can spend an extra penny, to buy a gift for these children to create a truly magical Christmas time."



The money raised throughout the year for Barnardo's Scotland goes to support wider initiatives including a new autism-friendly youth club.

Martin Crewe, Director of Barnardo's Scotland, added: "With the support of Livingston Designer Outlet and its shoppers, Barnardo's Scotland is currently running an autism-friendly youth club delivered from Quigley House in Livingston. Every Wednesday up to ten autistic children who are in mainstream education get together with understanding and experienced staff. These groups both help reduce social isolation and increase self-confidence."

An attendee of the club added "when I am at the club, I feel safe and allowed to be myself. I feel free. I feel happy and calm. Staff understand me. I have fun!"

Shoppers looking to donate a gift should take a tag from the Giving Tree and then hand an unwrapped present into the Customer Information Desk located on the ground floor. The final date for handing in gifts is Sunday 17th December 2017.