

New charity shop opens at Cameron Toll

Edinburgh shoppers can bag top brands at bargain prices at the newest charity shop.

The British Heart Foundation (BHF) has opened its sleek new store in Cameron Toll shopping centre, with capsule collections on offer including denim and monochrome. Thanks to generous donations, the shop contains brands including Pandora, Vans, and Tommy Hilfiger – but shoppers will need to be quick to snap up any bargains.

The shop was opened by Matthew Reed, Professor of Emergency Medicine at Edinburgh University and NRS Fellow at the Royal Infirmary of Edinburgh, who spoke to the staff and volunteers about some of the research that the BHF helps fund. BHF mascot, Hearty, was also on hand to welcome shoppers through the doors.

Professor Reed said, “It’s thanks to BHF funding that we have the technology to monitor heart patients at home, making it easier to spot abnormal heart rhythms or blackouts that might happen out of the hospital.”

“It was an honour to be asked to open the new shop. Every sale will continue to fund research like mine that can make a difference to the 10,000 people living with heart and circulatory diseases in Edinburgh South.”

Khaled Ibrahim, BHF area manager, said: “We have been overwhelmed by the support that the Edinburgh community has shown by stopping by to browse our rails or drop off

donations. A huge thank you to the BHF team, who have been working so hard to get the shop ready.

“We’re always looking for volunteers, so if you’d like to join our team, whether regularly or even just for a couple of hours, feel free to pop by for a chat!”

The new shop in the Cameron Toll shopping centre is open 7 days a week.



British Heart Foundation

Scotland

