

## Selfridges launches the UK's first 100% charity Christmas card

Selfridges' 100% charity Christmas card £6.50 (pack of 10)



Selfridges, in partnership with card publisher Almanac, is proud to launch [Britain's](#) first 100% charity Christmas card.

The card, featuring an endearing image of a panda rolling in the snow, will launch at Selfridges' stores in London, Birmingham and Manchester on Monday 19<sup>th</sup> November. Designed by Almanac, it will retail for £6.50 (for a pack of 10), with the whole retail price being donated to The Make A Wish Foundation, Selfridges' nominated Christmas charity for 2008.

The UK-based Make A Wish Foundation grants magical wishes to children and young people fighting life-threatening illnesses. The charity has granted over 4,500 wishes since its launch in 1986 and is

aiming to grant 21 wishes a week by the year 2010.

Selfridges' charity Christmas card department is selling over 130 designs supporting over 20 charities, with a contribution of at least 10% of the retail value going to the charity on each pack.

Kit Li Perry, Selfridges Head of Home says, "We want to do something really special to support Make A Wish so we hope this 100% card will be a huge success and help the charity to give even more of their magical help to the kids who really need it this Christmas."

**Ends**

**For further information, products or images please contact Lucy Gillis @ ZPR on 0207 896 3202 or email [lucy@z-pr.com](mailto:lucy@z-pr.com)**