

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 19th 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