

# Give4Free programme launched in aid of UNICEF

Submitted by: Buffalo Communications

Thursday, 20 November 2008

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New loyalty programme allows consumers to redeem reward points for UNICEF Inspired Gifts

<http://www.give4free2unicef.org.uk>

Give4Free (<http://www.give4free2unicef.org.uk>), a charity reward programme, today announced that consumers will be able to donate their loyalty points to UNICEF, the world's leading children's organisation.

The Give4Free programme is free for consumers to join. It will allow consumers to earn loyalty points by shopping both online and on the high street at well-known participating retailers. The retail network involved in the Give4Free programme include Amazon.com, John Lewis, Superdrug, Halfords, JJB, WH Smiths and many more both on and offline. The loyalty points collected can then be redeemed for UNICEF's Inspired Gifts.

Recent charity research from nfpSynergy found a direct link between decreasing GDP and falling charity donations, meaning that many charities may experience a fall in donations as recessionary pressures increase. The Give4Free programme is the perfect antidote to this problem as it gives consumers a way of donating without dipping into their own budgets. Consumers can continue to support their chosen causes simply by spending in the right places.

To make it easier for consumers to support charities, Give4Free does not issue a loyalty card. Consumers simply register their payment cards on the Give4Free secure website [give4free2unicef.org.uk](http://give4free2unicef.org.uk) Once this has been done, they can start getting involved and save lives whenever they use their payment card at the participating retailers.

Gavin Dein, founder of Give4Free commented: "With the credit crunch causing consumers to tighten their belts, charities could be one of the first groups to feel the pinch. This programme gives consumers who want to give to charity – but can't afford to – the opportunity to make regular donations by simply redeeming their loyalty points – for free."

-Ends-

## About Give4Free

Give4Free provides consumers with the opportunity to support UNICEF and make a real difference to many children's lives – by simply collecting their loyalty points when they shop and redeeming them for UNICEF Inspired Gifts.

[www.give4free2unicef.org.uk](http://www.give4free2unicef.org.uk)

## About UNICEF

UNICEF is the world's leading organisation working for children and their rights. They work with local communities, partners and governments in more than 150 countries to help every child realise their full

potential. UNICEF is not funded by the UN. Instead we rely entirely on voluntary donations to fund our work with children worldwide. UNICEF UK is a registered charity.

For more information on UNICEF's work, please visit [www.unicef.org.uk](http://www.unicef.org.uk)

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