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**For immediate release**

15th December 2006



**BBC Radio 2 Miles Mendoza voted Retail-Charity “Website of the Day”**

*www.Retail-Charity.com: A website you can't live with out, shopping with a conscience has never been easier!*

Friday 15<sup>th</sup> December, 2006...Launched only November this year, [www.Retail-Charity.com](http://www.Retail-Charity.com), was voted Miles Mendoza's "Website of the Day" on BBC Radio 2's Steve Wright in the Afternoon show, yesterday. With in 2 weeks of the launch thousands registered and shopped on line. The huge response egged Retail-Therapy to celebrate their success with a free Christmas shopping spree competition in the biggest online shopping collaboration known this year yet.

With over 6.8 million listeners and thousands logging on shortly after being aired "Website of the Day", Retail-Charity is soon to be up there with the big boys, such as Friend Reunited and the infamous You Tube. With Harrods, HMV, Boots, Marks & Spencer, John Lewis and British Airways being only a few of the hundreds of retail brands that support Retail-Charity, it looks like it's only a matter of time.

Retail-Charity's spokesperson John Overend said, *We've been working hard to keep our servers up and running, despite a huge surge in registrations by online shoppers who want to "Shop with a conscience".*

John carried on to say *"We are now on target to raise hundreds of thousands of pounds for UK charities, and it doesn't cost the shopper a penny. We knew the British public would love to shop this way, but we had no idea how big it would get, and so quickly! It's heart-warming to know that the British public really do care, and have made the effort to shop through us. We can't thank them enough"*

Retail-Charity is aiming to raise £10,000 by the end of December, so what is everyone waiting for!? Purchase your last minute gifts, order your Christmas dinner online, book that January holiday flight, all through Retail-Charity and help give to a charity of your choice! It's your last chance to do your good deed for the year and remember....he knows if you've been bad or good so be good for goodness sake!

**James Thompson, 28, senior business development manager**, *"Not only do I not have time, but I hate shopping in busy crowds. This way I buy what I need at my desk, saving time, avoid those horrendous shopping crowds and donate to charity which I might not have had time to do before!"*

**Parminder Ghosal, 35, mother**, *"If you're a parent, then you'll understand the hassle of taking your 5, 9 and 16 year old shopping. So when on-line shopping became available it was the best thing that could have happened. Retail-Charity has just made it better by housing loads of brands in one place and my buying*

*automatically means I donate to charity, of my choice. Maybe I can be a super-mum after all."*

**Kelly Trim, 19 yrs, student**, *"I think it's brilliant! Being a student I cannot afford to give a lot to charities, if at all. This way I can buy the things that I need and donate to my fav charity without it costing me anymore then usual. Fantastic, definitely use it again."*

**Charlie Lau, 27, financial advisor**, *"Great concept, definitely makes it easier to shop without your girlfriend finding out her surprise present and donating to charity at the same time. I am sure she will be proud of me when I tell her."*

**-ENDS-**

**For more information:**

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NOTES TO EDITORS

### **About Retail-Charity**

Retail-Charity is the first online shopping website portal that donates 50% of its revenue to UK charities. Each time a consumer logs onto the Retail-Charity website and buys from any of the affiliate retail brands, half the commission paid to Retail-Charity for directing the consumer to their chosen shopping website, is donated to charity at no extra cost. Since Retail-Charity is a shopping website portal, any special deals offered by a retail brand will not be affected by shopping via the Retail-Charity website.

The money raised is divided between all charity categories according to the percentages of the consumers vote. Each charity category includes at least one 'big name' charity and consumers are encouraged to suggest their preferred UK charity.

Retail-Charity's morals and principles ensure all causes benefit no matter how big or small. With in each category, 25% of the money allocated is donated to one main charity and the remaining 75% will be spread across all other charities, ensuring all UK charities receive donations. With up to a possible 160,000 registered UK charities, Retail-Charity's aim is to help as many charities as possible and aid them in their cause.

Millions in the UK shopped online last year and it has been predicted that £26billion will be spent online in 2007 due to popular demand. Through Retail-Charity, consumers can purchase a vast range of items from one off flights to weekly groceries, from annual house insurances to everyday clothes, from monthly DIY materials to regularly needed toiletries, all this made easier as it is all under one roof and delivered straight to the door.

With hundreds and hundreds of retail brands such as Harrods, Barclays, HMV, British Airways and Tesco supporting Retail-Charity, shopping for daily to yearly items whilst giving to charity has never been easier.

Retail-Charity: Shopping with a conscience.  
[www.retail-charity.com](http://www.retail-charity.com)

## **About BBC Radio 2: Website of the Day**

Every day Miles Mendoza scours the web for the most useful, entertaining, interactive and occasionally, most pointless sites. Aired on BBC Radio 2's Steve Wright in the Afternoon show during weekdays between 2pm-5pm, Miles announces his chosen *Website of the Day*.

You'll always find Miles' most recent selections on this page. For an archive of all sites featured by Miles since May 2004, visit Miles' personal *Website of the Day* site, where links are organised by date and by category.

For more information visit [www.bbc.co.uk/radio2/shows/wright/wotd.shtml](http://www.bbc.co.uk/radio2/shows/wright/wotd.shtml)