

Amazon Announces Save the Children Christmas Jumper Day Collaboration

July 5, 2018



UK, July 5th 2018: Amazon announced today that Amazon Fashion UK will collaborate with Save the Children for their annual Christmas Jumper Day, taking place on Friday the 14th of December 2018.

The Amazon Fashion UK Christmas Jumper Store will be live from 1st November until the 31st December. For every eligible Christmas Jumper [or Christmas clothing/accessory] purchased from the Christmas Jumper Store on amazon.co.uk and smile.amazon.co.uk during this period, Amazon will donate 20% of the net purchase price to Save the Children. For customers that decide to make a last minute purchase and join in the festivities, a selection of Christmas jumpers [and Christmas clothing/accessory] will also be available via the Amazon Prime Now app for Prime members in Birmingham, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle, Portsmouth and Sheffield. With Prime Now, Prime members can choose from delivery within one hour of ordering for £7.99, or delivery within a two-hour or same-day delivery slot at no extra charge, between 8am and 10pm.

Susan Saideman, Vice President for Amazon Fashion Europe said, *"Save the Children is a truly noble charity which really transforms children's lives and their future. Their Christmas Jumper Day is a brilliant and fun initiative we are proud and excited to be a part of this year. Customers will be able to find both novelty and classic versions available from our Christmas Jumper Store, whatever your style may be!"*

Christmas Jumper Day is an annual fundraising event, with all the money raised going towards 'Save the Children's' vital work saving children and changing futures. On Friday 14th December millions of people in offices and schools across the UK will wear their most festive Christmas jumper, donate £2 and help change children's lives.

Claire Rowney, Executive Director of Fundraising & Marketing at Save the Children said, *"We're thrilled that Amazon Fashion is supporting this year's Christmas Jumper Day. The Christmas Jumper Store is the perfect place to find your festive knit ready for the big day on Friday 14th December. The 20% donation from each jumper means that together we can do whatever it takes to make sure children survive, get protection when they're in danger, and have a chance to learn."*

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NOTES TO EDITOR

Amazon Fashion Social media (EU)

Instagram: www.instagram.com/amazonfashioneu

Facebook: www.facebook.com/amazonfashioneu

YouTube: www.youtube.com/amazonfashioneu

Pinterest: www.pinterest.com/amazonfashioneu

Around the world Amazon is a patron of the British Fashion Council and sponsors Amazon Tokyo Fashion Week and Amazon India Fashion Week.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

About Prime Now

Amazon Prime Now offers delivery within one hour of ordering for £7.99, or within a choice of two-hour delivery slots at no extra charge. For further Prime Now information and eligible delivery postcodes visit www.primenow.co.uk.

About Save The Children

Save the Children fights for children every single day. We stand side by side with children in the toughest places to be a child. We do whatever it takes to make sure they survive, get protection when they're in danger, and have the chance to learn. Because every child should be able to make their mark on the world and help to build a better future. For more information visit savethechildren.org.uk.

About Save The Children Christmas Jumper Day

This year, Save the Children's annual Christmas Jumper Day is taking place on Friday 14th December. Save the Children is expecting over 5 million people across the UK to take part in the biggest Christmas Jumper Day ever. By wearing a festive knit, signing up and donating £2 to Save the Children (£1 if you're at school) at christmasjumperday.org you will be helping the charity do whatever it takes to make sure children survive, get protection when they're in danger, and have the chance to learn.

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