

Superdrug introduce window donations for Pride

Health and Beauty retailer, Superdrug has installed new 'tap to donate' windows in their Manchester Arndale and the Strand, London stores.



Donation Point at The Strand



Donation Point at Manchester Arndale

The windows have been installed to 'Celebrate the Pride in You' and raise money for LGBTQ+ charity Switchboard and support the running of their in-demand helpline, ensuring their supportive and empathetic volunteers always remain available to callers.

Each window will feature a contactless 'donation point' where shoppers can simply tap and donate, with £3 going directly to the charity.

Superdrug's Head of Marketing, Gemma Mason says: *"We are proud to continue to support the LGBTQ+ community through our partnership with Switchboard Helpline, a vital charity providing an essential service. Over the past six years, the partnership between Superdrug, Unilever and Switchboard has created real change by ensuring people have immediate access to the support they need. To be able to offer this unique donation point across some of our stores, gives our customers the opportunity to support Switchboard directly and showcase new innovative and creative ways that people can get involved in donating."*

Superdrug has also released its Pride edition Own Brand range for the second year running with a capsule collection of 6 wrapped own brand products, all of which will carry the Switchboard charity logo, phone number and information. The Own Brand range will see Superdrug make a full donation of £10,000 to the charity.

Superdrug ☆



It costs Switchboard around £450 to train and support each volunteer. Superdrug's donation of £10,000 will enable Switchboard to train and support 22 new volunteers. Collectively, this could amount to over 1,700 calls, instant messages and emails answered across a whole year.

-ENDS-

For further information please contact the Superdrug press office at Evoke Mind+Matter on 01273 712000 or email superdrug-mindplasmatter@evogroup.com.

Notes to editor:

Superdrug ☆

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 780 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Superdrug shoppers can locate their nearest store by visiting the [store finder](#) on superdrug.com.

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplasmatter@ashfieldhealth.com.

About Switchboard

Founded in 1974, Switchboard operates a nationwide helpline which offers the LGBTQ+ community a safe space to discuss sexuality, gender and identity. The helpline is open 10am – 10pm, 365 days a year thanks to dedicated volunteers. Without the support of its 200 strong volunteer network, the charity would not be able to continue to provide this invaluable support for members of the LGBTQ+ community.