

PRESS RELEASE

Superdrug, Savers & Marie Curie partnership raises £10 million

Superdrug reveals donations milestone for Charity Partnership



London, 7 November 2022: A 10-year partnership between Superdrug, its sister company Savers and Marie Curie has reached its mission of raising £10 million today.

Since 2013, Superdrug and Savers customers and colleagues have raised over £10 million for the end-of-life charity, equivalent to funding over half a million hours of nursing care.

The collaboration between Superdrug, Savers and Marie Curie has seen years of fundraising via limited edition product launches with donations, to the 3 times a year-annual fundraisers in store, distribution centres and offices.

The funds raised help ensure the charity can provide care and support for people living with a terminal illness in the UK, including essential nursing and hospice care, a free support line and a wealth of information and support on all aspects of dying, death, and bereavement.

Today, Superdrug and Savers have pledged to continue their efforts and have increased their commitment to raise further funds throughout 2023.

Peter Macnab, CEO of Superdrug says: “We are proud of our longstanding partnership with Marie Curie and the success of our campaigns. I want to say a huge thank you to everyone who works and shops at Superdrug. Without your individual support, we wouldn’t have been able to raise an amazing 10 million! This will go a very long way toward funding the great work Marie Curie do.”

Doug Winchester, Managing Director of Savers commented: “We hope that our initiatives have offered some much-needed self-care and support to young people coping with bereavement and grief and want to thank our Savers teams and customer’s for supporting our fundraising.”

Marie Curie Chief Executive Matthew Reed said: “It is incredible to see our partnership with Superdrug and Savers has raised a staggering £10 million to support Marie Curie’s work. We are hugely grateful to their staff, suppliers, and their customers who have put so much energy into their fundraising efforts. We know everyone at Superdrug and Savers are hugely passionate about supporting people living with terminal illness and this fantastic support means more families across the UK can receive the high quality, expert care they need at the end of life.”

Superdrug’s 2022 Fundraiser

To raise much needed funds, Superdrug’s biannual charity ball in aid of Marie Curie took place on Friday 4th November. Hosted by comedian, television presenter and I’m a Celebrity Get Me Out of Here host Joel Dommett, #HouseofSuperdrug featured an immersive paradise, a sensational live performance by DJ Fat Tony. Celebrity attendees were Jess Carter, Dina Asher-Smith and Bridgerton’s Bessie Carter and Rupert Young.

European Championship winning Lioness and Chelsea player, Jess Carter attended the ball: *“I had so much fun at the Superdrug Charity Ball and was proud to help accept the £10 million cheque for Marie Curie. To know that amount equates to 500,000 hours of Marie Curie nursing care is really special. I’m proud to be a part of the celebrations.”*

Those that may want to donate to help Superdrug to help people affected by terminal illness across the UK, can now donate while shopping on Superdrug.com.

- A donation of £1 could enable Marie Curie nurses and doctors to have vital PPE equipment such as a face mask, hand sanitiser or gloves to ensure they can continue to offer vital support on the frontline.
- A donation of £2 could go towards bulbs planted in one of Marie Curie’s hospice gardens, offering a chance for patients and their loved ones to take some time away in a calm and relaxing environment.
- A donation of £5 could pay for a delicious, nourishing meal and drink of choice for a patient at one of Marie Curie’s hospices.
- A donation of £10 could help support 30 minutes of Marie Curie nursing care



As a recognition of Superdrug’s continued support for the charity, this year Marie Curie recognised the retailer as ‘Corporate Partner of the Year’ in their recent awards. Find about more about Marie Curie and Superdrug’s partnership <https://www.superdrug.com/mariecurie>.

-Ends-

For more information on the partnership, contact superdrug@mariecurie.org.uk

Notes to editor:

Superdrug ☆

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 830 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-mindplusmatter@ashfieldhealth.com.

About A.S. Watson Group:

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit www.aswatson.com for more information.

Marie Curie

Marie Curie is the UK's leading end of life charity. The charity provides essential nursing and hospice care for people with any terminal illness, a free support line and a wealth of information and support on all aspects of dying, death, and bereavement. It is the largest charity funder of palliative and end of life care research in the UK. Marie Curie is committed to sharing its expertise to improve quality of care and ensuring that everyone has a good end of life experience. Marie Curie is calling for recognition and sustainable funding of end-of-life care and bereavement support. www.mariecurie.org.uk

The Make Up For Me Time Campaign

Make Up For Me Time campaign aims to help support young people who have experienced bereavement or are grieving. The campaign, which launched in 2022, saw Superdrug donate every time selected cosmetics were purchased, raising an amazing £78,000 to help fund Marie Curie Bereavement Services.