

NEWS RELEASE

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For immediate release

Blind charity pins fundraising hopes on Angelica badges

Angelica, Chuckie, Tommy and Susie, formerly the Rug-Rats and current stars of Nickelodeon cartoon 'All Grown Up', are supporting national charity, Action for Blind People. The visual impairment charity has won the license to sell pin badges of the popular children's TV characters, in retail outlets across the UK.

Action for Blind People is the first charity to use the 'All Grown Up' characters and has already secured placement of the badges in 300 Alliance and Leicester branches from February 2007. There will be a choice of five badges featuring Angelica, the bossy but popular blonde; Chuckie, famous for his square-rimmed glasses; Tommy, a purple-haired science whizz; Susie, talented singer and envy of Angelica; and a fifth badge with all four characters together. Each badge will be sold for £1.

Caroline Fuseau, Corporate Development Team Leader at Action for Blind People said: "We hope to sell as many as 15,000 pin badges to Alliance and Leicester customers in February 2007, but this is just the start. We are looking for more retailers to come on board and sell our badges on their counters over the next two years. Action for Blind People is very grateful to Nickelodeon for granting us the opportunity to raise funds using their popular 'All Grown Up' Characters."

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Trudi Hayward, Senior Licensing Director UK at Nickelodeon, commented: “We are delighted to be supporting such a worthwhile cause and hope that these badges will raise money and awareness of the important work Action for Blind People does.”

Richard Hopwood, Director of Retail Network at Alliance & Leicester added: “Alliance & Leicester is committed to making a contribution to the communities in which we operate. We are delighted to help support visually impaired people by selling pin badges in our branches to raise funds for such a worthy charity.”

Funds raised from the sale of the badges will go towards a variety of services offered by the charity to visually impaired people. Action’s services include a network of sports clubs for blind and partially sighted children.

Retailers and companies interested in stocking Angelica, Chuckie, Tommy and Susie, should contact Caroline Fuseau, in Action’s Corporate Development Team, on Tel: 020 635 4893 or email: caroline.fuseau@actionforblindpeople.org.uk

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For images of the badges or further information please contact Zoë Patel, Press Officer for Action for Blind People, on Tel: 020 7635 4898, email: zoe.patel@actionforblindpeople.org.uk or out-of-hours mobile: 07739819954.

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Notes to editors:

- Images of the badges and the display box are available from Action for Blind People's Press Office.
- Action for Blind People supports over 20,000 blind and partially sighted people in the UK every year. Action for Blind People's National Freephone Helpline is 0800 915 4666.
- Action works to inspire change and create opportunities to enable blind and partially sighted people to have equal voice and equal choice and to live a full and valuable life.
- Action provides visually impaired people with opportunities through employment, housing, leisure and information and support.
- If abbreviating "Action for Blind People", please use "Action" rather than AFBP or ABP.