

**Press release**  
**November 2022**

## **Dunelm Launches Third Delivering Joy Christmas Campaign**

- *To date, the campaign has provided more than 40,000 gifts to local communities*
- *All 177 Dunelm stores throughout the UK have partnered with local schools, care homes and refuges to deliver gifts and decorations to those in need*
- *Celebrity faces Will Bayley, Shobna Gulati and Owain Wyn Evans back the campaign this year*



With Christmas approaching, Dunelm, the UK's leading homewares retailer, has once again launched its community-focused Christmas campaign, Delivering Joy.

Now in its third year, the campaign aims to help people across the UK that may otherwise go without gifts or decorations over the festive period.

Customers and colleagues come together to 'deliver joy' by fulfilling a gift request from pre-written tags, which are available from Christmas trees situated in Dunelm stores across the country.

Generous shoppers and colleagues can take a tag home to fulfil the request from a local resident in need before returning their gift to the store.

This year, store colleagues have noticed that rather than toys and games, many people have put winter essentials at the top of their wish lists with items such as hats, scarves, socks, toiletries and festive food items like selection boxes in high-demand as the cost-of-living crisis starts to hit home.

With each of Dunelm's 177 stores partnered with either a local school, care home or refuge, the homewares brand is hoping to be able to deliver up to 30,000 gift donations this festive period. The scheme has already gained widespread interest, with some celebrity faces also backing the campaign this year.

Paralympic table tennis player and Strictly contestant, Will Bayley, former Coronation Street actress, Shobna Gulati and TV personality and weatherman, Owain Wyn Evans, will all be helping to deliver joy. Amanda Cox, Chief People Officer and Stores Director at Dunelm said: "With the cost of living crisis set to make Christmas challenging for many this year, our third year of Delivering Joy seems even more timely – by helping our customers to give a gift, make a gift or donate their unused decorations, our stores and colleagues are doing all they can to help support their local communities.

"From children whose families won't be able to afford to buy them a gift this year to elderly people in care homes who may not be seeing their families, we want to deliver as much joy as we can for those who may need some extra support this Christmas. Over the last two years, we've helped to give more than 40,000 gifts to those in need, so we hope as many people as possible will visit our stores this year to take part."

The Delivering Joy campaign extends beyond gifts too, with pre-loved decorations donated in store finding new homes like shelters or care homes that might not have the funds to provide their own decorations. Home-made items are also welcomed in stores and Dunelm is running Knit & Stitch workshops from its Pausa Cafes, with knitted items like hats and blankets to be donated to those in need.

Kelly Nichols, a store colleague at the Dunelm St Helens store said: "I have recently sent out our 200th tag via our store's Facebook page, with many more tags being collected in store. So many members of our local community are wanting to fulfil tags for local schools and charitable causes. We have more tags on the way but have so far been overwhelmed with the generosity we've seen as so many of our customers look to help others during this challenging time."

Any of this year's tags that aren't fulfilled by the middle of December will be funded by Dunelm to help store colleagues to purchase gifts and top up the donations, to ensure no one goes without this Christmas.

For those who want to participate but are unable to make it into store, tags can be sent online via Dunelm's Community Facebook Groups.

For more information on the Delivering Joy campaign, visit your local Dunelm store or go online to: <https://www.dunelm.com/info/delivering-joy>

**- Ends -**

For more information contact: [Dunelm@tangerinecomms.com](mailto:Dunelm@tangerinecomms.com)

### **Notes to Editors**

#### **About Dunelm – [www.dunelm.com](http://www.dunelm.com)**

Dunelm is the largest homewares retailer in the UK with over 170 stores nationwide and an online webstore at [dunelm.com](http://dunelm.com), offering customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.