



Joy Delivered: Record breaking 125,000 gifts donated to those in need by Dunelm customers this Christmas

- *Dunelm customers have donated more than 125,000 gifts to those less fortunate this Christmas, through their Delivering Joy campaign.*
 - *All 182 Dunelm stores across the UK partnered with local community causes including primary schools, care homes and refuges to deliver gifts and decorations to those who may have otherwise gone without.*
 - *In its fourth year, Delivering Joy has broken records, delivering over twice as many gifts than last year, with this year's total greater than the previous three years combined.*

Dunelm's community-focused Delivering Joy campaign has broken records this year, with their generous customers providing more than 125,000 gifts to people across the UK that may not have otherwise received a gift to open on Christmas Day.

Delivering Joy was first launched in 2019 and despite a cost-of-living crisis, Dunelm's generous customers have this year helped to donate more gifts than the previous three years combined.

Each of Dunelm's 182 stores featured a Christmas tree decked with gift tags supplied by local causes, including primary schools, care homes, charities or refuges in the local area. Customers were able to collect a tag personalised to an individual recipient, buy the requested gift and return it to the store, where Dunelm colleagues ensured it was delivered in time for Christmas. Any tags that were not collected or were not returned will be fulfilled by Dunelm, ensuring that no one misses out.

Dunelm CEO, Nick Wilkinson, said: "I'm incredibly proud of our amazing customers and colleagues who have supported this year's Delivering Joy campaign to help make Christmas special for so many people within our local communities. Some of the simple gift requests - from hair bobbles to school bags - would be seen as everyday essentials in many homes, and really highlight the importance of the campaign.

"Even when times are tough, our customers want to help those in need. With the support of our hardworking store colleagues, we've been able to ensure the safe delivery of a record breaking 125,000 gifts this year, proving that the festive spirit is well and truly alive."

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

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Contacts:

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Notes to Editors:

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of c.70,000 products, spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 182 stores across the UK and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs over 11,000 colleagues.