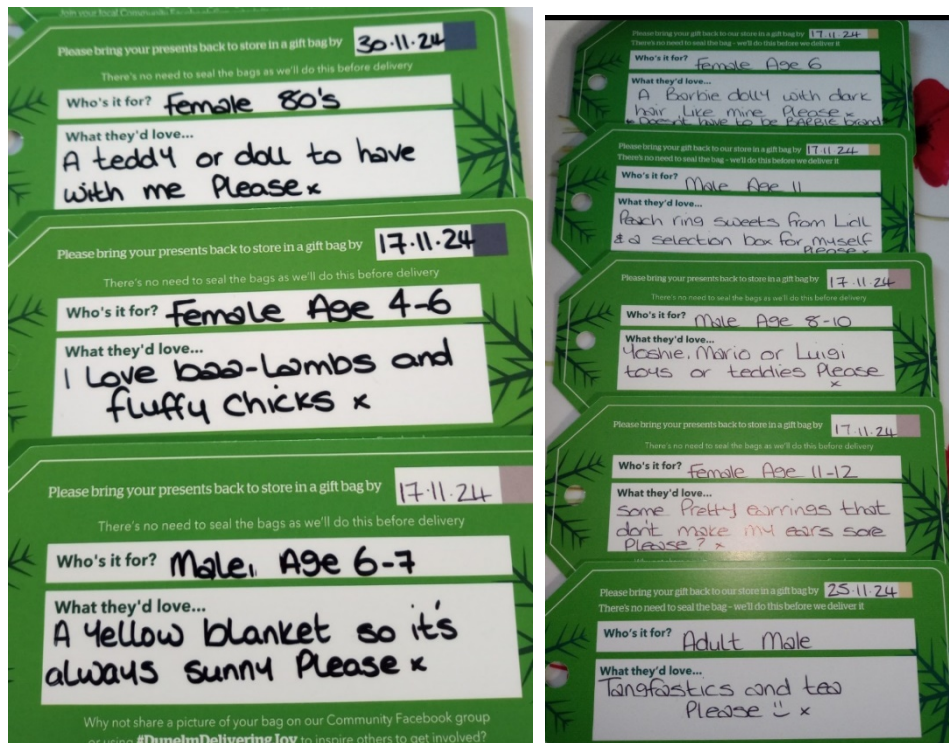


Press release
SEPTEMBER 2024

DUNELM KICK-STARTS 2024 DELIVERING JOY INITIATIVE – HELPING TO PROVIDE GIFTS TO THOSE MOST IN NEED THIS CHRISTMAS

- Dunelm’s Christmas initiative is Delivering Joy across the country by providing gifts to those most in need
- All Dunelm stores in the UK are partnering with local charities and causes in the community
- Customers simply pick up a tag in store, with a gift request from a local cause, and drop the gift back to store where Dunelm will make sure it is delivered in time for Christmas



Dunelm, the Home of Homes, is aiming to make sure no one goes without a gift this Christmas with the latest instalment of its much-loved initiative, Delivering Joy. After delivering almost a quarter of a million gifts to those in need over the past four years, Dunelm’s heartwarming campaign has started again, and aims to fulfil more Christmas wishes than ever before.

In Dunelm stores across the UK, Christmas trees with tags featuring wishes from local schools, care homes, refuges and charities are now up. To help ensure everyone experiences the magic

of Christmas, Dunelm is officially calling out for its network of generous customers and colleagues to get involved in the festive initiative once again.

Those wishing to help can head to any Dunelm store and find the Delivering Joy tree, where they can collect a tag with a gift request. They then return the tag attached to a gift, which can be bought from any retailer, and Dunelm will ensure the present is delivered to its recipient before Christmas.

Last year, store colleagues noticed that rather than little luxuries, many people had 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. Dunelm colleagues are already seeing the same pattern arise this year, and with the nation continuing to feel the effect of the cost-of-living crisis it is likely many households face the prospect of cutting back this Christmas.

Everyday items such as a chocolate bar or tea bags for a warm cup of tea, are already in high demand for some of this year's recipients – showing that despite the requests being small, they can still make a big difference for those who may otherwise go without.

Amanda Cox, People and Stores Director at Dunelm said: "Each year, we are amazed by the generosity of our customers and colleagues who come together to make a real difference in their local communities. This initiative has become a powerful reminder that even small acts of kindness can make a significant difference, especially when so many are feeling the ongoing effects of the cost-of-living crisis."

"We're grateful to our customers and colleagues for their continued support in helping us spread a little joy to those who need it most this Christmas."

Kelly Nichols, a colleague from Dunelm's St Helen's store who is heavily involved in the campaign added: "Last year, our St Helen's store alone delivered over 8,000 bags of Joy, and I'm really excited to be in the midst of it again this year. To feel the community spirit and see the happiness on people's faces when we deliver gifts is exactly what the campaign is all about, and I'm proud to be a small part of it."

Any of this year's tags that aren't fulfilled by the middle of December will be funded by Dunelm to ensure no one goes without this Christmas.

How does the campaign work?

- Dunelm colleagues work with local care homes, schools, refuges and charities to gather gift requests, creating tags that include the recipient's gender, age and choice of gift.
- All the tags are hung on the Delivering Joy tree, that can be found in every Dunelm store, where customers can collect one.
- Once the customer has chosen a gift, which can be from any retailer, they return it to the Dunelm store they collected the tag from, by the date listed, with the tag attached.
 - Dunelm then arranges the delivery of all the gifts in time for Christmas.
- For those who want to follow the journey of their gifts making a difference, the local Dunelm Community Groups will be posting updates over the next few months.

For more information on the Delivering Joy campaign and to find out how to make a difference this Christmas, visit your local Dunelm store or go online to:

<https://www.dunelm.com/info/delivering-joy>

-ENDS-

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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 184 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.