



DUNELM DELIVERS SUMMER JOY WITH MAKEOVERS OF COMMUNITY SPACES ACROSS THE UK

***Retailer is supporting 48 local organisations with a spruce-up of their outdoor space,
donating over 800 products***

Dunelm, the UK's leading homewares retailer, is completing 48 Outdoor Makeovers for local organisations across the UK as part of their *Delivering Joy* Summer campaign.

The projects range from a rooftop garden at a hospice in Sunderland, to a primary school sensory area in Exeter, with Dunelm donating over 800 products including planters, gazebos and water features, to help transform the community spaces.

The projects were voted for by customers on Dunelm's Community Facebook groups, run by local stores. Dunelm colleagues created shortlists of Outdoor Makeover ideas, having reached out to their local communities for submissions, and almost 120,000 votes were then received from customers across the 48 stores taking part.

Colleagues from the stores have been out and about, donating their time to help complete the makeovers over recent weeks, with the remainder following over the course of July.

Our friends at [Airtasker](#) have supported the projects, with local Taskers on hand to help with the heavy lifting and product assembly.

Dunelm's Summer *Delivering Joy* campaign follows the success of its annual Christmas campaign, which last year delivered a record-breaking 270,000 presents to those in the local community who would otherwise go without.

Amanda Cox, People and Stores Director at Dunelm said:

"Community is at the very heart of Dunelm and we look to play a role in over 200 communities across the UK and Ireland, where our stores and support sites operate.

"Our Christmas Delivering Joy campaign is now established as a central part of the festive period for our colleagues and customers, supporting thousands of people who might otherwise go without a gift, so to be extending our impact across the year is truly fantastic.

"Seeing the reaction of local organisations to the outdoor projects we've completed has been truly heartwarming, and we look forward to supporting even more communities next year."

Contacts:

For all enquires or further information please contact the team at Tin Man Communications on dunelm@tinmancomms.com

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 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 over 200 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 11,500 colleagues.