



Toy Appeal Press Release – November – week 1

A BiG Toy appeal to spread the spirit of Christmas

Christmas will soon be upon us and we will be celebrating the run up in good spirits as we look forward to a deluge of gifts, celebratory foods and the annual festivities with family and friends.

In this day and age we take it for granted that Christmas is a joyous and plentiful time for everyone and we tend to forget that there are many underprivileged or vulnerable children out there who are not so lucky. Children who face the prospect of a miserable Christmas as their parents face crisis after crisis or family despair with many of them also wondering how they are going to make ends meet.

The Stockport Express and Times, Macclesfield Express, Wilmslow Express and the Macclesfield and Poynton Times are teaming up with BiG Storage to make a real difference to these children this year, by appealing to our readers, local businesses and retailers to donate NEW toys for underprivileged children in the local area. These will be distributed through several charities in the area including Henshaws Society for the Blind, Barnardos, Stockport Early Intervention and Family Support Centre, the NCH Poolwood Family Centre in Macclesfield and The Children's Adventure Farm Trust in Wilmslow.

Most of us have been in the position where our children have been so inundated with gifts at Xmas that some of them ultimately find their way up into the attic, still in their packaging, only to be forgotten about and unused for years. It is these unwanted and unused new toys or any surplus that you may have brought in for

Xmas, which could bring tremendous joy to under privileged children during the season of good will, the appeal is targeting. Contributors may even want to purchase a brand new donation when they are out doing their Christmas shopping.

MD Paul Fahey comments ‘ We at BiG Storage are extremely aware that Christmas can be a very difficult time for many families who are trying to make ends meet. As a business with lots of available space we knew we had the facility to store donated gifts in the run up to Christmas, and felt that we wanted to do something positive to spread some cheer during the season of goodwill’.

The recipients of the appeal will include children of all ages up to 16, so remember teenagers are just as worthy and deserving at Christmas as well as the children at the younger end of the spectrum. So in addition to toys for younger children, the appeal is looking for gift donations that would be of interest to teenagers such as cosmetics, toiletries and fashion items for the girls – or computer games and even an unused packaged i-pod for the boys.

BiG Storage is to be the drop off point for these toys which will be stored and then delivered to the charity at least 2 weeks before xmas ready for distribution to the children. The BiG Storage branches in the area are located at the Stanley Green Industrial Estate (near Marks and Spencers) in Handforth (0161 486 6000) and on Fence Avenue, Macclesfield – near Arighi Bianchi (01625 437100) - just look for the BiG Storage sign (logo attached) Alternative visit www.bigstorage.info for a location map. Toys can be dropped off Monday to Friday from 8am to 6pm and from 9am to 4pm on Saturdays at the BiG Storage reception which will be clearly sign posted.

BiG Storage provides the ideal self-storage solution for people who are moving house and require temporary or long term space or those who simply want to de-clutter to make more room at home. Additionally there are numerous inexpensive business storage options available, particularly since rent for prime business space remains consistently high. With units ranging from locker size to half the size of a football pitch and every conceivable variable between, bespoke solutions can also be created so that customers only pay for what they actually need. Each facility is designed to accommodate up to 800 self contained units with prices starting from just £5 per week.

**For further information contact
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