

Lifelites is a charity partner for staff at your local Currys and PC World are fundraising for Lifelites

Now the chosen charity for the UK's largest electrical and computer retailer, you will see staff at your nearest Currys, PC World or Dixons Travel fundraising for the *Lifelites* project at your local children's hospice. All funds raised by DSGi staff will be matched by £ for £ by the parent company DSGi's charitable foundation.

There couldn't be a better link between the two organisations with Currys and PC World as the retailers of family home and business technologies and the work of *Lifelites* using technology to help make children's hospices into a home from home for the families who visit them. Many of these items provided by Lifelites and much more are available from DSGi stores.

Chief Executive of *Lifelites*, Simone Enefer-Doy, says "It's amazing that DSGi – one of the biggest retailers in the country - have chosen *Lifelites* – *one of the smallest charities!*" Equally as excited about this new partnership is Vivien Patterson, Public Affairs Manager for parent company DSGi Foundation: "We think that our staff will be excited about the possibilities this appeal presents to participate in raising funds for the work of *Lifelites* at their local children's hospices".

Get your guitar badges and charms from Currys, PC World and Dixons Travel – and help raise funds for Lifelites

Now's your chance to set the trends for the new season - From the beginning of November, you'll have the chance to collect 4 different designs of guitar badges and charms as part of the DSGi campaign for Lifelites. The attractive guitar designs come with a bit of bling to brighten up the lapel or keyring of even the most discerning customers. Visit your nearest store for your chance to set the trend this autumn (and help raise funds for Lifelites into the bargain!).