

Pub charitable giving reaches first milestone

The UK's licensed leisure community unites in its charitable giving, with registered donations soaring to over half a million pounds on the PubAid website.

PubAid, the industry wide initiative, which aims to counter negative and misleading news stories about the licensed retail sector, continues to go from strength to strength with pubs donating £510,874 to charities, less than six months since its launch.

More than 200 pubs from across the UK have registered their charitable activities and the monies raised on www.pubaid.com, highlighting just how much good is done by the sector, and the individuals within it, everyday.

A spokesperson for PubAid commented, "It is fantastic to see the sum of monies raised for charities on the PubAid website grow and reach this milestone so soon after its launch. We know that this is just the tip of the iceberg, with almost every pub in the country raising money for their chosen charity, we are certain this figure will rocket as the initiative continues to gain momentum and more licensees register their pubs charitable donations.

"Despite the negative and misleading stories that appear in the news on a regular basis, pubs remain a vital part of charitable fundraising. They are at the heart of villages, towns and cities across the UK and we want to ensure that their generosity, and the generosity of their customers, does not go unnoticed.

“Our aim is to generate endless positive news stories about the licensed retail sector and the good that it does but we cannot do this without the support of the licensees who register on www.pubaid.com. We urge all those, who are yet to log their charitable activities and donations on the website, to do so today.”

Register now at www.pubaid.com

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Notes to editors:

PubAid is an initiative, which is supported by many patrons, not one wishes to take public credit for involvement, although all patrons will be listed within the coming months.

Des O’Flanagan, Tim Sykes or Jason Wollington will provide comment but request that we are titled spokesperson to ensure that PubAid remains the story not who the spokesperson is or was.

For all media enquiries: - will you please contact Donna Bunker on 01442 870012 or 07917 602555 or for out of business hours support contact Jason Wollington on 07798 917171.

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