

PRESS RELEASE: IMMEDIATE

PubAid wants to know about Red Nose cash

PubAid, the industry initiative that is creating awareness about how many pubs raise money for good causes, is urging licensees to report the monies they and their customers raised for Red Nose Day on the PubAid website at www.pubaid.com.

With so many pubs sporting Red Noses and raising money for the many charities and causes it helps, PubAid wants the money raised or pledged to be registered online.

A spokesperson said: “We now have over £120,000 of charitable giving reported on the website, but we know that we have only just skimmed the surface of the actual amount of money that is raised each and every day within pubs and bars up and down the country.

We have made the registration as quick and as simple as possible and it really does not cost anything at all. All we want to see is the amount pledged and the number of pubs and bars that register with us growing every day.

This will enable us to start putting those who always want to cast blame on the sector for all the anti-social or illegal behaviour that takes place to be put on the back foot as we shout about what really happens in pubs and bars – and that is they remain at the heart of their community and provide safe drinking environments where customers, licensees and, in many cases, the companies behind the businesses promote National and local causes.”

To register what your pub raised for Red Nose Day or indeed what has already been raised for any good cause then all you need do is 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 at Captiva Marketing on 01442 870010 or 07917 602555 or for out of business hours support contact Jason Wollington on 07798 917171.

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