

H.Samuel Announces A Charity Drive

H.SAMUEL
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H.Samuel has announced a drive to support charity in 2010. The UK's favourite high street jeweller kicked off the year by selling Valentine's beads by Truth to raise money for the Variety Club Children's Charity. It followed this with a jewellery cleaning service in return for donations to help raise money for Haiti through UNICEF.

H.Samuel will continue raising money for the [Variety Club Children's Charity](#) throughout the year with more promotions and tie-ins, in-store and online. As the UK's most popular high street jeweller, with outlets throughout the UK and a retail website, H.Samuel is perfectly placed to promote the Variety Club and offer

real and valuable support. The Variety Club is a family oriented charity with a wide appeal which mirrors the appeal and customer base of the [famous high street jeweller](#).



2009 saw The Variety Club celebrate its 60th year of bringing hope, independence and freedom to children throughout the UK. Over the past 60 years The Variety Club has raised over £200 million and helped more than a million young people. With the help of companies like H.Samuel, 2010 should be an even better year.

The Variety Club is one of the country's most famous and popular organisations. With a history stretching back to the Golden Age of British entertainment, the Variety Club has provided Sunshine Coaches, Easy Rider electric wheelchairs, once-in-a-life-time outings, equipment for children's hospitals and support for youth groups. Staffed almost entirely by volunteers, the Variety Club is always keen for large and popular brands such as H.Samuel to offer support.

As well as these more well known initiatives, the Variety Club also concentrates on giving help where help is needed, and making the small changes which make a huge difference to the lives of children and young people across the country. These include providing practical solutions to allow sick, disabled and disadvantaged children and young people across the UK to reach their full potential.

About

H.Samuel

H.Samuel is the nation's favourite High Street Jeweller with over 350 stores and a retail website at www.hsamuel.co.uk. Featuring an incredible range of branded [watches](#), H.Samuel also has a stunning range of jewellery, collectibles and [gifts](#) for all occasions, offering something for every taste and style. H.Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

All proceeds are paid to Variety Club Events Ltd which pays all its taxable profits to The Variety Club Children's charity, a charity registered in England & Wales (No. 209259) and Scotland (No. SCO038505)

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