

# Burton Joins With James Corden In A League Of Their Own

BURTON

Released on: April 20, 2010, 9:59 pm

Author: [Burton](#)

Industry: [Retail](#)

Burton continues to strengthen its relationship with the Bobby Moore Fund for Cancer Research UK and in this all important football season they have recruited the help of the ever irrepressible James Corden. Burton has produced two limited edition T-shirts and a wristband, in the vital colours of the summer: Red & White.

Burton has committed to donating £1.50 for every T-Shirt sold by Burton and £1 for every wristband sold to the Bobby Moore Fund to further their research into bowel cancer, so customers can wear these items with pride knowing that they are doing their bit for a good cause.

Being an ardent football fan and in a league of his own James Corden is perfect for this collaboration. James was keen to offer his support not only to the England team but for the Bobby Moore Fund for Cancer Research UK, as it is of the utmost importance with bowel cancer being the third most common cancer in the UK.

James loves the iconic tees that feature the unforgettable image of Bobby Moore holding aloft the World Cup trophy in 1966 when England last won the tournament beating West Germany in a 4-2 victory. Burton expects that football fans will love them too as they are not only great tees, but can help save a life as well.

The Bobby Moore Fund for Cancer Research UK raises vital funds for research into bowel cancer and increases public awareness of the disease. The fund was set up by Bobby's widow, Stephanie Moore MBE, after his death from the disease in 1993, at just 51.

The Bobby Moore Fund for Cancer Research UK tee is available in selected Burton stores and on-line.

Notes to editors

**About The Bobby Moore Fund:**

The Bobby Moore Fund for Cancer Research UK raises vital funds for research into bowel cancer and increases public awareness of the disease. The Fund was set up by Stephanie Moore MBE in memory of her husband, footballer Bobby Moore, after his death from the disease in 1993, at just 51. In the 17 years since Bobby died, the Fund has raised over £12 million through a variety of fundraising events. Funds are spent on cutting-edge bowel cancer research and carried out by leading scientists. To date the organisation has funded 36 research fellowships and bowel cancer projects across the UK. Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.

**About Burton:**

Burton was originally founded in 1903 under the name The Cross-Tailoring Company. It quickly became popular and expanded into hundreds of outlets and factories across the United Kingdom. Today, it is a staple on most high streets and a popular retailer for [men's clothes](#) including gifts for men, [men's t-shirts](#), casual clothing, [men's shoes](#), [men's hoodies](#), jackets and [jeans](#).

Customers can also shop online from the [Burton.co.uk](http://Burton.co.uk) website which offers free returns in-store or by post and fast delivery to their home. The site features a useful size guide to ensure customers can get the correct fit for all items. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)