

Sainsbury's Entertainment Gets Serious About Helping Comic Relief

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With just under a month to go before people all over the country start pulling on red noses in support of Comic Relief, Sainsbury's Entertainment is doing its bit to help raise money for the charity.

Special copies of Hollywood blockbuster Despicable Me – Comic Relief Edition are now available on Blu-Ray and DVD, exclusively from Sainsbury's Entertainment. And for every copy sold, the company will donate 50p to the Red Nose Day appeal which helps people living in poverty all over the world.

The computer animated 3D film tells the story of evil genius Gru, who is on a mission to carry out the most daring criminal heist in history. But things go wrong when Gru discovers he's started to care about the three orphan girls he's using as pawns in his plan. In the end Gru must choose between being a good parent and securing his reputation as the most brilliant criminal mind the world has ever seen.

The film stars big names from the world of stage and screen including comedians Steve Carell and Russell Brand, British actress Julie Andrews and American film and television actor Jason Segel.

Will Paton, Online DVD Manager at Sainsbury's Entertainment, said: "The whole team is proud to be supporting Comic Relief this year with a special edition of Despicable Me. Like this hilarious family film, Red

Nose Day is about laughing and having fun, but there is of course an important message too.

"Sainsbury's Entertainment will donate 50p for every copy of Despicable Me sold, which will go straight to helping tackle poverty abroad and here in the UK."

Ordering the latest [DVD releases](#) and Blu-Rays such as Despicable Me online is simple when you go through Sainsbury's Entertainment's website. Thousands of video games, [audio CDs](#) and books are also available and can be purchased with just a few clicks of a mouse.

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About Sainsbury's Entertainment:

Sainsbury's Entertainment is owned and operated by MBL Entertainment, the UK's leading distributor of home entertainment products. The company's website stocks a range of over 150,000 books, CDs, [computer games](#), DVDs and Blu-Rays, all of which can be pre-ordered and purchased online.

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