GIVING BACK TO THE NHS ON INTERNATIONAL NURSES DAY:
SEVEN BRANDS COME TOGETHER TO DONATE ‘PICK ME UP PALLETS’ ACROSS THE UK

NHS frontline staff across the country will start to receive ‘pick me up pallets’ this week, from UK retailers who have come together in a bid to say ‘thank you’.

Coinciding with International Nurses Day (Tuesday 12 May), Blue Light Card, the UK’s largest discount service for the NHS and emergency services, has partnered with charity In Kind Direct, to put together and deliver the first free pallets of ‘pick me up’ items to 25 NHS Trusts.

The pallets, which will be unpacked in each NHS Trust for frontline workers, include a mix of personal care items and treats, to support and put a smile on the faces of those working so hard to protect our communities and save lives. Items include chocolates, hand wash, soft drinks, sanitary pads, toiletries and hygiene products.

Blue Light Card is already planning for the next phase of pallet deliveries with In Kind Direct to even more NHS Trusts across Scotland, Wales, Northern Ireland and the Republic of Ireland later in May.

Distributed by In Kind Direct, a full list of brands contributing to the Blue Light Card ‘pick me up pallets’ in the first wave includes:

- L’Oréal - hand sanitiser, body wash, conditioner, shampoo and skincare
- Coca-Cola - soft drinks including Coca-Cola zero sugar
- Burton Biscuits - biscuit selections
- Ferrero - chocolates
- PZ Cussons - Carex Antibacterial Hand Wash
- Lindt UK - chocolates
- Essity – Bodyform intimate care products

Tom Dalby, CEO of Blue Light Card, explains why they wanted to launch this initiative.

He said:

“The Covid-19 pandemic means that the NHS and emergency services are even more stretched than usual, and will be selflessly and tirelessly working to keep us safe, healthy and supported, often going into unknown dangers to do so. It’s times like this we value our blue light community even more.

“We felt like we wanted to give back and support our members on the front line, alongside our discounts and offers online. The pallets of ‘pick me up’ items are our way of saying ‘thank you’ for their dedication during the coming weeks and months, and hopefully contain items to bring a smile to people’s faces and to genuinely help.”

“It has taken a lot of effort to get this project off the ground and we are very grateful to all of the generous companies that have donated items to help. The first 25 Trusts are just the beginning of an ongoing programme, and we would welcome other brands and retailers to get involved and contribute to our next round of deliveries.”

Other ongoing support to NHS workers includes discounts, deals and competitions available online for Blue Light Card members - with online registration available at www.bluelightcard.co.uk.

Online deals include 50% off at Myprotein, 15% off online orders at Dunelm and 25% off online orders at
Rosanne Gray, CEO at In Kind Direct, said:

“We are indebted to the wonderful people working in our NHS during the COVID-19 pandemic and are thankful to be able to provide practical support and care during such challenging times. We also thank our longstanding corporate partners who have donated extra supplies to this initiative, directly helping those on the frontline.

“We’re working with a network of generous companies and tireless charities to support millions of vulnerable people. We help them to access essentials like toiletries, cleaning products and baby care supplies to help everyone keep clean, safe and well. The frontline services being provided by local charities are critical in reducing the burden on NHS staff and volunteers, by supporting people to self-isolate safely.

“Our partnership with Blue Light Card allows us to utilise our logistics infrastructure to support NHS workers alongside thousands of charities, to ensure those in crisis keep receiving the care and support they need. We hope more businesses will be inspired to help wherever they can.

For more information about the initiative, please visit [https://www.bluelightcard.co.uk/](https://www.bluelightcard.co.uk/).

To follow Blue Light Card on social media please visit:
- [https://www.instagram.com/bluelightcard/](https://www.instagram.com/bluelightcard/)
- [https://twitter.com/bluelightcard](https://twitter.com/bluelightcard)
- [https://www.facebook.com/bluelightcarddiscounts](https://www.facebook.com/bluelightcarddiscounts)

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About Blue Light Card

“We want to go further, for those who go furthest for us.”

There’s a group of people who are always there for us: the blue light community. They work tirelessly to keep us safe, healthy and supported, often going into unknown dangers to do so. They make sacrifices every day, and we want to thank them for it.

Blue Light Card is the UK's number one discount service for emergency services, NHS, Social Care workers and Armed Forces.

With over 2 million members across the country, Blue Light Card is partnered with almost 13,000 retailers both national and local, providing savings, discounts and benefits that often aren’t available to the general public. These include Toby Carvery, Hotels.com, Cineworld, Sky, EE and Halfords to name a few.

Members may access discounts either online or on the high street, by purchasing the Blue Light Card discount card, costing just £4.99 for a two year membership.

Founded in 2008 by ex Police Constable CTO Steve Denny and business partner CEO Tom Dalby, the Blue Light Card community is open to all sorts of professions including the Ambulance Service, Cave Rescue, Prison Service, Traffic Officers, HM Coastguard, Immigration Enforcement and more.

We are Blue Light Card. We’re there for the people that are there for all of us.

For more information on who qualifies and the offers available, visit [www.bluelightcard.co.uk](http://www.bluelightcard.co.uk).

About In Kind Direct

In Kind Direct is the leading charity distributing consumer goods which have been donated by companies, to UK charities supporting the most vulnerable people both here and overseas. Founded in 1996 by HRH The Prince of Wales, In Kind Direct believes that everyone deserves access to life's essentials and that no usable product should go to waste. To date, over £240m of products have been donated by 1,200 manufacturers and retailers to more than 10,000 charitable organisations. In Kind Direct works with a huge range of charity partners, including Age UK, Women’s Aid, community groups, food banks and schools. Together, this network reaches around 7.7 million people each year, all of whom will be touched by the current crisis.

In Kind Direct provides a single contact point for companies to donate usable consumer goods such as toiletries, cleaning and laundry products, clothes and toys to the communities that really need them. The charity works with some of the best-known UK
and international companies, including P&G, Reckitt Benckiser, Kimberly-Clark, Disney and Amazon. To find out more, including how charitable organisations can register for free, go to www.inkinddirect.org.

Support during the COVID-19 pandemic

In Kind Direct is experiencing unprecedented demand throughout the current crisis, helping to get essential supplies to charity partners on the frontline, supporting the NHS by enabling people to self-isolate. 74% of In Kind Direct’s charity network use the service to simply stay operational during normal times. With many charities struggling financially, seeing increased demand for support and adapting their services through social distancing, the need is greater now than ever before.