

GALLERY: SMILES IN THE NHS THANKS TO 'PICK ME UP PALLET' DONATIONS

NHS frontline staff across the UK have received 'pick me up pallets' this week, in the second wave of donations from UK brands who have come together in a bid to say 'thank you'.

[Blue Light Card](#), the UK's largest discount service for the NHS and emergency services, has partnered with the charity, [In Kind Direct](#), experts in providing life's essentials to where they're most needed, and [Unipart Logistics](#).

Together, they're delivering free pallets of 'pick me up' items to 25 NHS Trusts across England, Scotland, Wales, Northern Ireland and Ireland.

The pallets, which will be unpacked in each NHS Trust for frontline workers to choose from, 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 soft drinks, biscuit selections and health and beauty products.

One of the NHS Trusts receiving a 'pick-me-up-pallet' in this round of donations included **[insert region]**.

This is the second round of donations which Blue Light Card and In Kind Direct have made possible.

Distributed by In Kind Direct, a full list of brands contributing to this round of Blue Light Card 'pick me up pallets' includes:

- Coca-Cola - soft drinks including Coca-Cola zero sugar and Fanta Raspberry zero sugar
- Burton's Biscuits - including Maryland Cookies, Jammie Dodgers and Wagon Wheels
- L'Oréal - hand sanitiser, body wash, conditioner, shampoo and skincare
- P&G – Olay face cream and wipes, Oral-B toothpaste, hair care products including head&shoulders, Pantene and Herbal Essences and hand sanitiser
- PZ Cussons - Carex antibacterial Hand Wash
- Essity - Bodyform intimate care products
- Unilever - Simple Face Cleansing Stick

Tom Dalby, CEO of Blue Light Card, 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 over the past few months, and hopefully contain items to bring a smile to people's faces and to genuinely help."

"We are very grateful to all of the generous companies that have donated items to help."

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.

Rosanne Gray, CEO at In Kind Direct, said:

"We are indebted to the wonderful people working in our NHS and 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. The response to the first wave of donations was so positive and we are delighted to continue our support.

“We work with hundreds of companies and thousands of 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 have been critical throughout lockdown in reducing the burden on NHS staff and volunteers, getting people back on their feet after time in hospital, and supporting others 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 see what is possible and step up and help however they can.

For more information about the initiative, please visit <https://www.bluelightcard.co.uk/thankyou.php>.

To follow Blue Light Card on social media please visit:

- <https://www.instagram.com/bluelightcard/>
- <https://twitter.com/bluelightcard>
- <https://www.facebook.com/bluelightcarddiscounts>

For more information about In Kind Direct, please visit <https://www.inkinddirect.org/>.

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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 over 15,000 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.

Membership to Blue Light Card for access to all online deals and discounts is quick and easy by registering online at www.bluelightcard.co.uk. A card costs £4.99 and is valid for two years.

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.

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, £249m of products have been donated by over 1,200 manufacturers and retailers to 10,500 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

During the current crisis, the need to keep clean, safe and well has never been greater. Since the UK lockdown began, In Kind Direct has welcomed 600 new charities into its network and distributed goods worth over £4.5m. 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.