



- On A Roll -

Bolton-based Go Charitable.com hits £100,000 fundraising target for Starlight with sales of toilet roll and office consumables

Founded to raise funds for charity, Go Charitable.com has been asking businesses and homeowners to support Starlight Children's Foundation by purchasing their basic necessities from the Bolton-based business since 2009.

In that time, Go Charitable.com has managed to raise a staggering £100,000 for Starlight. The charity brightens the lives of seriously and terminally ill children and the funds raised by Go Charitable.com and its customers has enabled the charity to grant magical wishes to very poorly children and provide entertainment in children's hospital wards and hospices across the UK.

Go Charitable.com was the brain child of North West entrepreneur and Secret Millionaire participant Fil Adams-Mercer and his son Richard. The original concept was to sell toilet roll to businesses at competitive prices to raise funds for charity and the idea was an immediate hit with businesses in the North West of England.

As it became more popular, Go Charitable.com developed its range and it now sells lots of basic office products including copier paper, handwash, disposable handtowels and even coffee! The company even has a small team of dedicated 'Telephone Fundraisers' who keep customers up-to-date with the work that Starlight has been able to do as a result of the funds raised by Go Charitable.com.

Angelo September, General Manager at Go Charitable.com, said, "Every business requires the office essentials and Go Charitable.com enables companies to make these basic purchases, while supporting a wonderful cause at no extra cost to their business. Starlight is a brilliant charity and we are delighted to help bring smiles and laughter to very poorly children at a time when they need it most."

Neil Swan, Chief Executive of Starlight Children's Foundation, said, "It is wonderful that Go Charitable.com has raised such an amazing amount, which has enabled Starlight to bring once-in-a-lifetime experiences and happy memories to many seriously and terminally children and their families. We are immensely grateful to Go Charitable.com and its customers for their continued support."

Information

For more information, please contact Henny Vere Nicoll at henny@starlight.org.uk / 020 7262 2881 # 231.

About Starlight

Starlight grants once-in-a-lifetime wishes for seriously and terminally ill children, restoring the magic and fun of childhood and giving the whole family happy memories to share, whatever the future holds.

Starlight also creates entertainment in every hospital and hospice throughout the UK. Sick children go to Starlight parties, laugh their way through pantomimes, go out on Starlight Escapes, play games and watch films on the Starlight Fun Centre, and enjoy the toys and puzzles of the Starlight Distraction Box. Happy children respond better to treatment and Starlight helps children to forget about their illness and simply have a bit of fun.

To refer a child for a wish or to make a donation, please go online at www.starlight.org.uk. For every £1 you donate, over 93p goes towards helping Starlight's very ill children.