

Press Information

Issued by:
IKEA UK and Ireland Ltd.



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Play-time from IKEA enables School-time for eight million children

Santa's sack will be packed with school books once again, as IKEA's Christmas shoppers join the annual movement to promote the right to education. During the festive season, for every soft toy sold, IKEA donates €1 to UNICEF and Save the Children, who are ensuring more children around the world can go to school.

Since 2003, this simple and very effective campaign has raised a whopping **€23.8 million**, enabling **approximately eight million children** in over 30 countries to access a quality education, which is the right of every child, no matter where they live.

From October 25th to December 24th 2010, IKEA customers across the UK and Ireland can give a child the gift of a lifetime - an education - when they choose a stocking-filler from the fantastic range of 70 soft toys. From pets and puppets to picnics, each and every toy is guaranteed to generate a donation of €1 to UNICEF and Save the Children, which is enough to buy writing materials* for a child to last a whole month.

During the last week before Christmas (19th – 24th), it is even easier to join the movement because the donations apply to the entire children's range, and a range of children's main meals in the restaurant. Customers can also buy soft toys which they can donate to local charities.

In Niger, the IKEA Soft Toy movement has helped UNICEF to build schools with tables and chairs inside and private toilets outside. School attendance improves when children don't have to sit on the floor in the sun or rain, or be embarrassed or in danger when they use the bathroom. Half of the 72 million children not enrolled in school live in sub-Saharan Africa.



Save the Children



UNICEF is putting this right through this 'Schools for Africa' programme, which helps every child realise their full potential.

In Bangladesh, the IKEA Soft Toy movement has enabled Save the Children to set up pre-primary schools. In the areas where Save the Children works, 50% of the population live in poverty where many children are from ethnic minority groups and often suffer from discrimination and social marginalisation. These children often fall behind at school as their parent's can't support them or they can't understand the classes as they are not taught in their local language. Thanks to the commitment of IKEA, Save the Children is helping marginalised children get a better start in life.

€1 from every soft toy and children's book sold will go towards helping children across the world. These funds could help to:

- Provide children with basic school supplies including pencils and exercise books in South Africa. *Toy pictured: TITTA £3.99.*



supplies books in FOLK,



- Buy shoes for school children in central Asia, allowing them to walk to and from school. *Toy pictured: FABLER KROKODIL, £6.99*

- Provide training for a rural teacher in China to improve the quality in education. *Toy pictured: KLAPPAR ELEFANT £12.99*



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For further information, samples, case studies or hi res photography please contact:

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Notes to editors:

* notebook, pencil, sharpener, eraser and colour pen

- 2010 marks the 7th year of the partnership between IKEA, UNICEF and Save the Children through the Soft Toy Campaign which to date has raised over €23.8 million globally.

The donation of €1 will be given for EVERY soft toy bought, irrespective of the purchase price or how many are bought in one transaction. E.g. For a customer purchasing 6 soft toys at 39p - IKEA will donate €6.

- For more information please visit IKEA.co.uk/softtoy or www.ikea.ie/softtoy

All IKEA stores will participate in this campaign including Warrington, Gateshead, Wednesbury, Lakeside, Leeds, Nottingham, Edinburgh, Glasgow, Cardiff, Manchester, Edmonton, Milton Keynes, Belfast, Coventry, Bristol, Croydon, Wembley, Southampton and Dublin.

Save the Children

We're the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and we're determined to make further, faster changes. How many? How fast? It's up to you. For further information about our work please visit www.savethechildren.org.uk

About UNICEF

UNICEF is the world's leading organisation working for children and their rights in more than 190 countries. As champion of the United Nations Convention on the Rights of the Child, UNICEF works to help every child realise their full potential. Together with our partners, UNICEF delivers health care, nutrition, education and protection to children in urgent need, while working with governments to ensure they deliver on their promise to protect and promote the rights of every child. UNICEF relies entirely on voluntary donations from individuals, governments, institutions and corporations, and is not funded by the UN. For more information, please visit www.unicef.org.uk.



Notes to editor

- IKEA was established in 1943 by Ingvar Kamprad at the age of 17, in Småland in Sweden.
- IKEA is the world's leading home furnishing retailer with a grand total of 301 IKEA stores in 37 countries/territories. The IKEA Group itself owns 267 stores in 25 countries, which are visited by 458 million people every year. IKEA UK has 18 stores and IKEA Ireland has 1 store. The first IKEA store in the UK was opened in Warrington in 1987.
- The IKEA Group has 123,000 co-workers in 40 different countries over four continents. 96,300 in Europe, 16,450 in North America and 5,250 in Asia and Australia. There are 9,000 employees currently working at IKEA UK and Ireland organisation.
- IKEA has a range of 9,500 different home furnishing products.
- Sales for the IKEA Group for the financial year 2009 increased by 1.4 per cent to a total of 21.5 billion euros. Despite the tough economic climate, IKEA UK & Ireland has reported that total sales for the year to 31 August 2009 rose by 1.1% to £1.2 billion.
- Last year, IKEA stores welcomed a total of 590 million visitors.
- Last year, the annual IKEA catalogue was printed in 195 million copies, 56 editions and in 27 languages. In total, the catalogue was read by 400 million people in 41 countries. Ingvar Kamprad penned all the text himself until 1963.

