

Embargoed until 1<sup>st</sup> February 2012

## SAINSBURY'S AND MATTHEW WILLIAMSON JOIN FORCES FOR SPORT RELIEF

Internationally acclaimed British designer Matthew Williamson has collaborated with Sainsbury's to create limited edition stylish shoppers to raise money for Sport Relief. The retailer will be launching the Matthew Williamson for Sport Relief shopping bags exclusively from 15<sup>th</sup> February 2012.

Known for designs inspired by nature, Matthew has emblazoned the shoppers with an exotic banana leaf print available in three of the season's must have colours; pink, turquoise and mint. Whether opting for the rose pink/berry, turquoise/indigo or mint/chocolate combination, these bags are set to be spring's most sought after accessory.

Priced at £5, the designer canvas shoppers provide a stylish alternative to the Bag for Life - as well as the feel good factor - with £1.50 from each purchase going directly to Comic Relief. All the money raised by the public for Sport Relief will help people living unimaginably tough lives on your doorstep in the UK and across the world's poorest countries.

Matthew Williamson comments: *"Sport Relief supports projects which are very dear to my heart and I consider it an honour that I'm able to join forces with Sainsbury's to help raise money for Sport Relief with these stylish shoppers"*.

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### Notes to editors

- The Matthew Williamson for Sport Relief Collection comprises 1 style of bag in 3 colour ways.
- The turquoise bag is available in 397 stores nationwide from 15<sup>th</sup> February.

- *The full range will be available in stores nationwide from March*
- *Bags are priced at £5 each, £2 will be donated to Sports Relief.*

**About Sport Relief**

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives. All the money raised by the public is spent by Comic Relief to help people living particularly tough lives, both at home in the UK and across the world's poorest countries. Sainsbury's is supporting the charity once again with the Sainsbury's Sport Relief Mile events, which will take place across the country on 25<sup>th</sup> March. A further range of Sport Relief product will also be available in Sainsbury's stores from early 2012.