

News story: 'Give Pudsey your round pounds', new partnership urges

Today (20 September) it was announced that BBC Children in Need will be partnering with The Royal Mint and HM Treasury on their £1 coin campaign, joining forces for Pudsey's Round Pound Countdown.

Kicking off a nationwide campaign, BBC Children in Need, The Royal Mint and HM Treasury will challenge the country to join Pudsey to hunt down the millions of remaining round £1 coins, and put them to good use by donating to BBC Children in Need.

With less than four weeks to go before the round £1 stops being accepted in shops and restaurants, BBC Children in Need is encouraging everyone to check their piggy banks, empty coat pockets and dive down the back of sofas to dig out any lurking round pound coins.

A new poll* suggests that six in ten of us would like to donate our remaining round pounds to charities, like BBC Children in Need. With one in three people still having these coins stashed away in savings jars and piggy banks, the message is clear – dig them out, head over to your local drop-off point and donate them to BBC Children in Need's 2017 Appeal!

Commercial Director of BBC Children in Need, Jonathan Rigby, said:

We are really excited to work with The Royal Mint and HM Treasury for Pudsey's Round Pound Countdown and hope that as many people as possible will get involved in this nationwide treasure hunt and put their old round pounds to good use. Every round pound donated will go on to make a real difference to the lives of disadvantaged children and young people across the UK.

CEO and Deputy Master of The Royal Mint, Adam Lawrence, said:

Any round £1 coins donated to BBC Children in Need through Pudsey's Round Pound Countdown will not only go to a fantastic cause but they will make their way back to The Royal Mint where some will be melted to make new £1 coins.

Exchequer Secretary to the Treasury, Andrew Jones MP, said:

Over the last few months, we have urged the public to spend, bank or donate their round pounds ahead of the October 15 deadline. We are delighted to partner with BBC Children in Need, and are encouraging everyone who can, to promise their round pounds to

Pudsey.

BBC Children in Need's vision is that every child in the UK has a childhood that is safe, happy and allows them the chance to reach their potential. The charity is currently supporting over 2,400 projects in communities across the UK that are helping children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

Notes to editors

There are thousands of BBC Children in Need drop-off points across the country where you can handover your donations. For more information on where to find them, visit www.bbc.co.uk/Pudsey.

*Figures are from YouGov Plc. Total sample size was 2,004 adults. Fieldwork was undertaken across September 2017. The survey was carried out online. The figures have been weighted and are representative of UK adults (aged 18+).

BBC Children in Need

BBC Children in Need's vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential. The charity will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

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Further information on BBC Children in Need can be found at www.bbc.co.uk/Pudsey.