

**STRICTLY UNDER EMBARGO UNTIL  
THURSDAY 25<sup>th</sup> SEPTEMBER 2008**

## **DO SOMEONE A FAVOUR**

### **New 'Favours' campaign launched to transform the face of volunteering among young people**

"Boring" and "geeky". That's the perception of volunteering of around 25% of young people currently in England. Volunteering was today given a much needed make-over with the launch of a new 'Favours' campaign by vinspired.com, the website from youth volunteering organisation, v. The campaign is designed to transform the face of volunteering among 16-25s, whilst making it accessible and a natural lifestyle choice.

When asked if this age group like the idea of volunteering, 66% of them say the term is off-putting. Ask them if they've done someone a favour outside their family or friends, and 80% say they have. vinspired.com's aim is to show people that volunteering is as easy and accessible as doing someone a favour, by using language that 16-25s can relate to.

The 'Favours' campaign will be a series of initiatives that are in tune with the ever-increasing awareness of social and ethical issues amongst 16-25s. This age group are increasingly looking for opportunities that allow them to make a real difference whether that be halting climate change, campaigning for good causes or simply putting a smile on peoples' faces.

People will be provided with opportunities to do favours in the areas they care about. This includes issues that resonate with them in their individual interests – such as their peers, music, design, art, sport and – as demonstrated by the first major Favours initiative - fashion.

vinspired.com has teamed with up with top designer **Ben De Lisi** and **T4 presenter Miquita Oliver** to call upon every 16-25 year old in England to sign up to join Fashion Favours. Fashion Favours is a unique fashion collection being created by volunteers purely from recycled and customised clothing.

The initiative aims to highlight some of the socio-environmental issues around the fashion industry. UK households throw 900,000 items of clothing a year and are living in a culture of disposable throwaway fashion. The campaign aims to raise awareness of those issues, as well as helping people learn skills to save, and make the most of their clothing. Recycling clothing has social, environmental and economic benefits for society at large. The campaign calls on volunteers to help us make that difference and also raise money for HIV charity Body & Soul.

Terry Ryall, chief executive of vinspired.com said: "We want to show young people that volunteering is as simple as doing someone a favour. We all do it – we just don't recognise it. We know we have a receptive audience – more 16-25s volunteer than any other age group. We want everyone to volunteer, we want to make it easy and we want to make it a natural lifestyle choice."

For more ideas on favours you can do, go to visit vinspired.com. Recruitment for the Favours fashion workshops is open now at vinspired.com.

ENDS

**For further information**

Nicola Rutledge/Laura Barette/Sarah Manktelow  
Cake  
020 7307 3100

**Notes To Editors**

**v**

v's ambition is to inspire one million more volunteers, aged 16-25 across England. People can find opportunities to volunteer in everything, including sport, music, design and art, as well as fashion at <http://www.vinspired.com>

**Ben De Lisi & Debenhams**

Ben de Lisi designs a diffusion line in conjunction with Debenhams called BDL by Ben de Lisi which has become one of the largest selling ranges in the Designers at Debenhams portfolio. Please see [www.debenhams.com](http://www.debenhams.com) for more info and to view the range.