



## PRESS RELEASE: October 2012



### Smallprint goes the extra mile for BBC Children in Need!

Smallprint Head Office, based in the centre of Solihull, will be taking part in a mammoth cycle challenge to help raise money for BBC Children in Need.\* The team will cycle the equivalent of 900 miles on a stationary bike set up in the centre of the office.

Each and every milestone reached will represent all the parts of the country that Smallprint jewellers cover. Pop by to check on our progress and show your support at [Facebook](#), [Twitter](#) and [JustGiving](#).

In addition the entire Smallprint network will be donating £5 from each sale of its heart shaped pendant to BBC's Children in Need appeal, as part of the company's commitment to supporting charities dedicated to improving the welfare and care of children in the UK.

The pendant, one of Smallprint's most popular designs, will be sold in aid of BBC Children in Need from 1<sup>st</sup> October through to 16<sup>th</sup> November 2012 and is an emotive and beautiful accessory to adorn any necklace.

The pendant will be imprinted with your child's own, unique fingerprint, and every one will be handcrafted by a Smallprint jeweller. So not only will your Smallprint pendant be a bespoke keepsake for you to treasure forever, it will also allow you to show your support for a truly great cause.

Founder and Creative Director of Smallprint, mum of two, Maija Pykett, is delighted to be supporting Children in Need again this year, adding that:

***"The nature of Smallprint as a family orientated business means that we have a history of supporting charities for children, particularly home grown ones. All of our franchisees deal with many different families on a daily basis so helping to provide support to those in need is a cause that is very close to our hearts."***



*Just like every child, each piece of our jewellery is unique and individual, which is why the Children in Need appeal was a natural choice for us to support again this year. Our customers love our jewellery because of its sentimental value and the fact that it always generates a lot of compliments for the wearer.*

*This year we hope that selling our heart shaped pendant helps not only to raise money for the charity but that it also raises awareness for the great work that BBC Children in Need does.”*

For more information on Smallprint’s 2012 fundraising and to view Smallprint’s exciting range of unique keepsakes, log on to [www.smallprint.com](http://www.smallprint.com). A local jeweller can come and visit you at your home or alternatively you can visit them at their workshop.

\*Smallprint is donating £5 from every heart shaped pendant sold in aid of the BBC Children in Need Appeal, a registered charity no. 802052 in England and Wales and SC039557 in Scotland.

**-ENDS-**

**Notes to Editors:**

- Set up in October 2004, Smallprint creates beautiful jewellery that captures a child's fingerprint forever in pure, polished silver.
- Smallprint was the first company in the UK to specialise in the creation of silver fingerprint jewellery and keepsakes.
- The company range extends to:
  - Mini Masters – innovative items of jewellery that showcase children’s original drawings in silver.
  - Love Letters – Silver keepsakes that showcase children’s first handwriting and signatures.
  - High Fives & Little Kickers – miniature replicas of hand and footprints in fine silver.
  - Smallprint Scribes – Silver name tags, ingots and birth tags in fine silver.
- Smallprint jewellery is made from a product called Precious Metal Clay (PMC), which allows babies' fingerprints to be taken straight onto a piece of jewellery. This means that each piece of fingerprint jewellery has actually been touched by someone you love.
- Smallprint has 70 franchisees in the UK and more than 130 worldwide.
- All of our franchisees are highly skilled and provide a personalised service. They are also renowned for their professionalism, sensitivity and discretion.

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