

MATALAN



CHANGE A GIRL'S LIFE

MATALAN PROUDLY SUPPORTS PRINCE'S TRUST #CHANGEAGIRLSLIFE CAMPAIGN FOR INTERNATIONAL WOMEN'S DAY

Matalan is proudly partnering with The Prince's Trust to help **#ChangeAGirlsLife** this International Women's Day, by **donating £100,000** from the sales of its ladies 4 pack briefs between 8th March 2024 to 7th March 2025 to support the campaign.

Since being founded in 1976, The Prince's Trust has been supporting young people who are facing disadvantage and adversity to build the confidence and skills they require to live, learn and earn. The Prince's Trust supports young people to develop the confidence and skills they need to move forward in life. Over the last five years, three in four young people supported by The Prince's Trust moved into work, education or training after completing one of the programmes.

This year marks the 5th anniversary of The Prince's Trust #ChangeAGirlsLife campaign. Matalan is proud to be raising vital funds to help thousands of young women who are facing disadvantage build a better future for themselves by partnering with The Prince's Trust, donating £100,000 per year during a 3-year partnership from 8th March 2024 – 7th March 2027.

Through sales of all Ladies [4-pack briefs](#) from 8th March 2024 to 7th March 2025, Matalan will donate £100,000 to the charity. The money raised will enable The Prince's Trust to support more young women to overcome challenges they are facing and change their lives for the better. Available in **sizes 6-22 from £4.50** now in Matalan stores and online matalan.co.uk.

Jo Whitfield, CEO of Matalan said:

"The Prince's Trust is a charity that has always been close to my heart, and I am extremely proud to share Matalan will be supporting The Prince's Trust and their #ChangeAGirlsLife campaign this year in line with International Women's Day. The work the charity does for thousands of young women who are facing disadvantage and adversity is truly inspiring! I would like to thank all our colleagues and customers who support the campaign, helping to #ChangeAGirlsLife and build a better future for so many women out there, so thank you!"

Frances Milner, Director of Fundraising and Marketing at The Prince's Trust said:

"It is incredibly exciting to announce this partnership with Matalan and we are thankful for their commitment to our #ChangeAGirlsLife campaign this International Women's Day. Young people face a multitude of challenges, and this ongoing support will allow us to continue our work in the communities helping young people to improve their confidence, help build the skills they need for work and achieve their full potential."

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Notes for editors;

We are proudly partnering with the Prince's Trust and donating £100,000 from the sales of our ladies 4 pack briefs between 8th March 2024 to 7th March 2025 to support the #ChangeAGirlsLife campaign. To find out more about The Prince's Trust visit www.princes-trust.org.uk (Registered charity in England & Wales 1079675 and Scotland SC041198).

For more information, images or requests please contact:

Katie Player at player_k@matalan.co.uk

About Matalan

Matalan is a leading UK and international fashion and homeware retailer, with a mission to be the first choice for outstanding family value. With a large store network in excess of 280 UK and international stores and integrated e-commerce platform, Matalan is a trusted brand which puts its customer at the heart of its business and delivers unrivalled product choice and exceptional style and quality to 11 million loyal shoppers every year. Matalan is famously committed to offering a compelling value focused fashion and home offering, that continues to help millions of UK household budgets go further.

About The Prince's Trust

The Prince's Trust believes that every young person should have the chance to succeed, no matter what their background or the challenges they are facing. We help those from disadvantaged communities and those facing the greatest adversity by supporting them to build the confidence and skills to live, learn and earn.

The courses offered by The Trust help young people aged 11-30 to develop essential life skills, get ready for work and access job opportunities. We support them to find work because having a job or running a business can lead to a more stable, fulfilling life.

Since The Trust was founded by HM The King in 1976, when he was HRH The Prince of Wales, we have helped more than a million young people across the UK. Three in four of those we supported over the last five years have moved into work, education or training.

As we look to the future, we are pleased to have announced our intention to change our name to The King's Trust, reflecting our Founder's continued dedication to our work. We remain committed to enabling even more young people to create a better future for themselves and, by helping them today, know the benefits will be felt for years to come – not just for those we support, but for their communities and the wider economy.