



WHAT'S BIG, RED AND GETTING CLOSER?

Red Nose Day is back and red-y to go with a ravishing range of merchandise!

Red Nose Day is back with a bang on **Friday 24th March**, and it's all about your power to make the world a better place, simply by having a laugh. It's easier than ever to put on a Red Nose and do whatever you fancy to raise life-changing cash. It all culminates in a massive night of comedy and entertainment, with Comic Relief spending all the money raised to change countless lives, both here in the UK and across Africa.

Whether you're baking up a storm, frolicking in fancy-dress or daring yourself to a disco dance marathon, do it in style with this year's fabulously fun range of Red Nose Day accessories...



This year's **Red Noses** are a right bunch of characters, including Dr. Nose, Sneezecake, The Snorcerer, Snuffles, DJ Boogie, Norse Nose, Snootankhamun, Sniffer and Nose-it-all! They're all available to find in surprise bags from Sainsbury's, Oxfam and rednoseday.com (£1 with at least 60p going to Comic Relief). Plus, a lucky few could also snaffle up the ultra-rare silver Frankinose, which unlocks exclusive content in the Comic Adventure digital comic strip at rednoseday.com, voiced by a host of celebs.

Look the part in one of our limited edition Red Nose Day official **T-Shirts**, created by renowned photographer **Rankin** and featuring a selection of unique, quirky and quintessentially British animal portraits including Coco the Cat, Bertie the Bunny and Albert the Bulldog.



Modelled by Jack Whitehall, Maisie Williams and a host of other famous faces, the T-shirts are available in styles for both adults and kids - perfect for the whole family to mix and match their favourite loveable animals. (Prices for kids start from £6.99 with at least £2.50 going to Comic Relief and prices

for adults start from £9.99 with at least £5 going to Comic Relief. Sold in TK Maxx stores, tkmaxx.com and rednoseday.com. Kids T-shirts are also sold in HomeSense stores).

Stand out from the crowd with a glow in the dark **Wristband** (£1 with at least 50p going to Comic Relief, available from Sainsbury's, Oxfam and rednoseday.com) OR a



wonderfully bouncy set of **Deeley Boppers** (£2.50 with at least £1.25 going to Comic Relief. Sold in Sainsbury's or rednoseday.com).



There's a perfect **Pin Badge** for everybody with three designs including DJ Boogie and the classic logo pin badge. (£1 with at least 50p to going Comic Relief. Sold in Sainsbury's, rednoseday.com and Oxfam.)



If you fancy a touch of sparkle, go for the extra glitzy **Sparkle Badge** (£3 with at least £1.50 going to Comic Relief. Sold in Sainsbury's, rednoseday.com and Oxfam).



Make sure your packed lunches are packed full of fun, with the brand new Snootankhamun **Snack Pot** (£2 with at least £1 going to Comic Relief, available from



Sainsbury's and rednoseday.com) and the newly designed **Sipper Bottle** in the shape of Sniffer the dog (£2 with at least £1 going to Comic Relief. Sold in Sainsbury's.)



You won't want to dodge the office tea round again when you serve up a comedy cuppa in one of our marvellous **Mugs** – own the most colourful cup in the cupboard with our cartoon mug or sip in style with a mug featuring playful pup Sniffer or nosey parker Norse Nose – (£3 with at least £1.50 going to Comic Relief. Sold in Sainsbury's)





Kids will get themselves in a spin over our new DJ Boogie **Spinning Wand** toy – (£5 with at least £2.50 going to Comic Relief. Sold in Sainsbury's). Plus, don't forget the simple ways to get involved like sporting a Red Nose Day **Lanyard** at work or nose-ifying your car's dashboard with a Red Nose Day **Air Freshener** (£1.50 with at least 75p going to Comic Relief. Sold in Sainsbury's and rednoseday.com).

Make your weekly big shop an environmentally friendly dream with a reusable Red Nose Day **foldaway bags** featuring colourful characters Sneezecake and Nose-it-all. (£4 with at least £2 going to Comic Relief. Sold in Sainsbury's and rednoseday.com).



Another new addition to the Red Nose Day shopping list is our lovely cuddly **Big Nose Soft Toy**, available in popular pooch Sniffer and Norse Nose (£10 with at least £5 to Comic Relief. Sold in selected Sainsbury's stores and rednoseday.com from 15th February).

Not forgetting our other fluffy friend, the **Flying Start Bear**, who's available to buy now (£12 with at least £3.50 going to Comic Relief. Sold on British Airways flights).



Complementing the official T-Shirts is a wonderful matching baking range at HomeSense. Make your Bake matter with the Red Nose Day **Apron** (Adult Aprons £12.99 with at least £5.00 going to Comic Relief and Kids Aprons £7.99 with at least £2.25 going to Comic Relief. Sold in HomeSense and rednoseday.com) and the Red Nose Day **Tea Towel**, both created by renowned photographer Rankin (£4.99 with at least £1.50 going to Comic Relief).

Make your notes matter and scribble down those funny thoughts in a **Journal** (£7.99 with at least £3.50 going to Comic Relief) and unleash your inner creativity with the Red Nose Day **Colouring Book** (£5.99 with at least £2.00 going to Comic Relief).



Jot down your hilarious jokes with one of the official Red Nose Day Pens from **Ryman** and **Robert Dyas** (£1 with at least 70p going to Comic Relief. Sold in Ryman, Robert Dyas and rednoseday.com). Available in three different characters: Sniffer, Snorcerer and DJ Boogie - match with your mates or collect the whole set.



Maltesers® is the official sponsor of our brand new **Bake Sale Kit**, featuring delicious recipes and baking inspiration; available from rednoseday.com. **Maltesers**® is also encouraging budding bakers to upload their cakes and bakes on social media, including the hashtag #bakeamillion. For every delicious (or disastrous) baking photo uploaded between the 1st February and the 24th March, **Maltesers**® will donate £5 towards their total donation of £1million. So, the more you bake the more Comic Relief make! (RRP dependent on retailers. Sold at all major retailers).

Next time you're out of teabags, make sure you choose **PG tips** as this lovely tea brand will be donating a brew-tastic £300,000 to Comic Relief! Our old pal **Monkey** is even getting in the spirit and cracking out his best jokes for the occasion, hoping to raise #1million laughs – pick up a Red Nose Day Monkey in special packs of PG tips at Sainsbury's or a limited edition pack with a joke inside available to buy in all retailers (Special packs of PG tips 160s, including Monkey, sold at Sainsbury's).



Grab yourself a pair of Red Nose Day **Specsavers funny glasses**, featuring a specs-tacular pair of comedy jazz hands – perfect for resting above your Red Nose and making a spectacle of yourself. The comedy specs come in large and small sizes and you can get your hands on a pair for just £2, with the whole £2 going to Comic Relief (sold in all 700+ Specsavers stores nationwide from 29th January).

Get ready for some cheesy grins as **Babybel** will be raising much more than just a smile, delivering bags of mini laughs across the country. They are donating 10p per pack of six cheeses, available in original and light. We can't wait for them to unwrap their latest campaign so we can see what else they have in store for us! (10p per pack going to Comic Relief. Sold in all major retailers from 27th February).

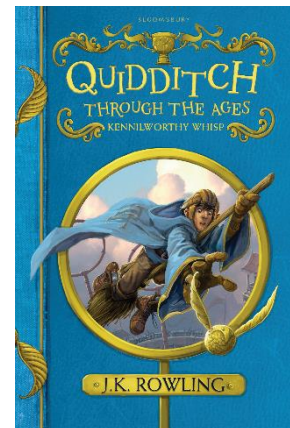


Its smiles all round as **Aquafresh** is encouraging you to get that grin extra shiny, with 10p from a selection of their toothpastes going to Red Nose Day. There's also the chance to win a limited edition '**Bonkers Brush Timer**' by entering the code found on the inside of selected packs online at Aquafresh.co.uk (Packs range from £1 - £2.80, with 10p from every pack going to Comic Relief. Sold in Sainsbury's).



Mollie Makes has got Red Nose Day all sewn up as it's back with another special Red Nose Edition of Crafternoon, packed with fun ideas and tutorials from the UK's top crafters (The print version is £8.99 with at least £5 going to Comic Relief. Sold in Sainsbury's & online at molliemakes.com. A digital version will also be available on Apple and Google).

Pottermore and Bloomsbury will continue to support Comic Relief by donating a percentage of sales from J.K. Rowling's Hogwarts Library Books **Quidditch through the Ages** and **Fantastic Beasts and Where to Find Them**. The eBook version of Quidditch through the Ages is available at pottermore.com and printed copies can be purchased from the high street and online book shops. The new edition of **Fantastic Beasts and Where to Find Them**, published by Bloomsbury in print and Pottermore as an eBook version will be available from the 14th March with a new introduction from J.K. Rowling and new cover artwork by Jonny Duddle and Olly Moss. (Quidditch Through the Ages Print edition is £5.99 with 90p going to Comic Relief)



By putting Red Nose Day merchandise on the shopping list, you're helping to change lives forever. That's because Comic Relief uses the money raised by the public to give extremely vulnerable and disadvantaged people a helping hand to turn their lives around. Half is used to make a difference right here at home in the UK, with the other half used to transform lives across Africa. For more information, please go to rednoseday.com

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Notes to Editors:

About Red Nose Day

- Red Nose Day is back on Friday 24th March and it's all about your power to make the world a better place, simply by having a great time.
- By raising (or donating) cash this Red Nose Day, you're helping to change lives. That's because Comic Relief spends the money raised to help the people who really need it most, both here in the UK and across Africa.
- From workplace bake sales and fancy-dress fundraising in schools, to danceathons, quizzes and surreal sponsored challenges, put on a Red Nose and make your laugh matter by doing whatever you enjoy to raise life-changing cash.
- It all culminates in a massive night of comedy and entertainment, live on the BBC.

About Comic Relief

Comic Relief is a UK charity which aims to create a just world, free from poverty - where everyone is safe, healthy, educated and empowered. Since 1985, Comic Relief has raised over £1 billion. That money has helped, and is helping, people living incredibly tough lives, both at home in the UK and across the world.

For information about Comic Relief and the work it carries out, please visit comicroelief.com
Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)