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PRESS RELEASE

BYHP (Working with Young People) UNVEILED AS SAINSBURY'S LOCAL CHARITY PARTNER

BYHP has been chosen as the local charity partner of Sainsbury's Banbury. Over the next 12 months, the charity will benefit from money donated through fundraising as well as time given by Sainsbury's staff as volunteers.

BYHP works to help youngsters with problems to reinstate themselves back into society. It was chosen as the store's charity after nominations poured in from customers keen to support the local good cause. Jenny Harris of BYHP said: "We're really excited to be partnering with Sainsbury's and have already been getting our heads together to think of ways to raise money to help our charity to make a difference to people living in and around Banbury".

One of the planned events with BYHP will be a bag packing event to be held in the store.

Steve Martin, Sainsbury's Banbury, store manager, added: "BYHP is such a worthy cause and we're pleased and proud to be supporting it over the next 12 months. We're calling on all our customers to join us staff in helping us to raise as much money as we can for this worthwhile charity.

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Notes to editors

- Sainsbury's Local Charity Partner first launched in June 2009
- Nominations for the store's local charity partner were made in store between 5th May and 19th May 2010