

STELLA MCCARTNEY

Stella McCartney designs exclusive t-shirts for Red Nose Day 2009

Ever wanted to own an exclusive Stella McCartney item that's affordable and helps change lives forever? Well now is your chance, Stella McCartney has created the most fashionable charity T-shirt around for Red Nose Day 2009. Exclusively available from TK Maxx, the limited edition T-shirts feature icons including The Beatles and Morecambe & Wise.

This truly memorable collection will be worn by a host of famous faces who have joined 2009's Red Nose Day campaign to 'Do Something Funny for Money'. They will be photographed by Mary McCartney making this campaign a truly family affair. The T shirt has been wholly manufactured in Africa. 100% of the cotton has been sourced from Fairtrade certified organic cotton co-operatives in Senegal, which ensures gorgeous, pesticide and GM free cotton and a fair price to farmers in developing countries.

The T-Shirts, including a cute Bunny Design especially for kids, are available from TK Maxx stores nationwide with all proceeds from sales going to Comic Relief. Whether it's supporting orphans in Africa who've lost their parents to Aids or helping older people in the UK who are abused by someone they should trust – Comic Relief will use the money you raise to help people in desperate need.

On Red Nose Day 2009 and her role in this year's campaign, Stella McCartney said, "It's a real honour to be involved in such a tremendous cause and be a part of the Red Nose Day campaign 2009. The designs of the T shirts were inspired by iconic images of iconic people by iconic photographers and adding an element of humour to them. I wanted to focus on photographs where people are happy and create a charity T shirt that would become a staple of a person's wardrobe."



Prices:

Adults

The Beatles/Morecambe and Wise (available in white)

Unisex Adult T-shirt (XS-XXL): £9.99 with at least £5 going to Comic Relief

Kids

The Beatles/Morecambe & Wise (available in red & white)

Bunny (available in white)

Unisex T-shirt (1-6 years): £5.99 with at least £3 going to Comic Relief

Unisex T-shirt (7-10 years): £6.99 with at least £3 going to Comic Relief

Unisex Long Sleeved T-shirt (ages 1-6 years): £5.99 with at least £3 going to Comic Relief

Baby Bunny

Baby long sleeve T-shirt (0-3 months-9-12 months): £5.99 with at least £3 going to Comic Relief

Don't miss out on your very own original Stella McCartney T-shirt for Red Nose Day, from TK Maxx.

- Ends -

For further information, please contact:

Alex Vallance at freud communications

Tel: 020 3003 6346

Email: alex.vallance@freud.com

or

Fiona Boston at freud communications:

Tel: 020 3003 6564

Email: fiona.boston@freud.com

or

Nikki Aslatt at freud communications

Tel: 020 3003 6389

Email: nikki.aslatt@freud.com

Notes to Editors

- Red Nose Day takes place on Friday 13 March 2009 and is an initiative of Comic Relief
- T-shirts will be available in over 214 TK Maxx stores nationwide from February 2009
- TK Maxx has covered the cost of producing, distributing and retailing the T-shirts
- For store locations and further information, please visit www.tkmaxx.com
- To make a donation to Comic Relief please visit rednoseday.com/donate , send a cheque or postal order payable to: 'Red Nose Day 2009, to: Red Nose Day 2009, Ernst & Young, PO Box 51543, London SE1 2UG
- Comic Relief, registered with the Charity Commission no. 326568

About Red Nose Day

Red Nose Day is a UK-wide fundraising event organised by Comic Relief every two years. On Red Nose Day everyone is encouraged to cast inhibitions aside, put on a Red Nose and do something a little bit silly to raise money – celebrities included! It culminates in a night of extraordinary comedy and moving documentary films on BBC One. It's an event that unites the entire nation in trying to make a difference to the lives of thousands of people, both across Africa and in the UK, who face terrible injustice or who live in abject poverty. Visit www.rednoseday.com

About Stella McCartney

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney, does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, shoes, bags, fragrances, eyewear, accessories, organic skin care ranges and performance range with Adidas are also available through its other flagship stores including London, NY, Los Angeles, Moscow, Shanghai, Tokyo, Beijing, HK, and Singapore as well around 600 wholesale accounts in key cities worldwide.

About TK Maxx

TK Maxx is a designer brands-for-less retailer implementing a unique 'off-price' concept which originated in the US. It sells designer and high street brands of womenswear, menswear, homeware, gifts and accessories at up to 60% less than the recommended retail price (RRP.) TK Maxx launched in the UK in 1994 and now has over 220 stores nationwide. Opportunistic buying and a no frills operation means TK Maxx can pass huge savings onto the customer. A typical store has over 50,000 items in stock and receives 10,000 new pieces, styles and colours a week, which means stock is consistently fresh. TK Maxx is part of TJX Europe, the European subsidiary of the US group TJX Companies Inc. For more information see www.tkmaxx.com