Staffordshire charity challenges shoppers to pay 50% more on Black Friday

Thursday 28 November, 2019

Cycle of Good, a charity fund raising project based in Stoke on Trent, have taken a novel approach to Black Friday at the end of this week. Instead of following the trend to encourage shoppers by slashing prices, the project is **putting price tags for their recycled merchandise up by 50%.**

Kelly Shenton, Business Manager, explained the unusual promotion, "**All of our products are fairly traded and made from recycled materials, they reflect our values. We are working towards making the world a more equal and sustainable place and the Black Friday rush to buy more and more cheap stuff that we probably don't really need, just doesn't sit well with us**".

Cycle of Good, who already donate 100% of trading surpluses to their parent charity, Krizevac Project, have committed to donating every single penny raised through the Black Friday sales to the care and education of vulnerable children in Malawi where they have established projects benefiting more than 3000 young people per year.

"We're not really expecting to sell any of our products on Black Friday", Kelly told us, "but **if we make one person just stop and think about their consumer choices, their impact on the planet or the people who are often exploited in the supply chain, then we'll be counting it as a success**…. and of course, all of our beautiful recycled gifts will be available at their normal price again the next day!

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