

Suzanne Shaw teams up with Hope for Children and Chipmunks Footwear for a competition to design a welly for a worthwhile cause.

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Suzanne Shaw teams up with Hope for Children and Chipmunks Footwear for a competition to design a welly for a worthwhile cause.

International charity Hope for Children and Chipmunks Footwear has today announced an innovative and exciting competition to design a children's welly to be sold with proceeds going to the charity. The welly will be sold online by leading outlets including Debenhams, JD Williams and House of Fraser with 10% of profits going to the charity for its work among vulnerable children living in poverty in Africa and Asia as well as in the UK.

The competition has been created for parents and children to come up with their own design based around a theme of Beauty & The Beast and can be entered by going to <http://hope-for-children.org/hopewelly> where a template can be downloaded and entries submitted via Facebook, Twitter or Instagram. Designs will be featured on these channels so the children will be able to see them when they are submitted.

The competition is open until 20th September and the winning entry will be decided by Suzanne Shaw, the ex "Hear'Say" singer who will be leading the cast of Shout! this Autumn. The welly will then be manufactured and sold by leading children's retailer Chipmunks Footwear.

Suzanne Shaw commented "As a mother, I really understand the importance of the work that Hope for Children does among vulnerable children around the world and am delighted to be able to help out by judging the #HopeWelly competition."

Justin Taggart, Commercial Director of Chipmunks Footwear added "Our wellies have always featured great designs. This is a fantastic way for children to express their creative talents and a brilliant opportunity for a child to see their own idea brought to life and help raise money for a good cause at the same time."

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About Hope for Children

Hope for Children is a UK based charity which passionately believes that every child has the right to a happy, healthy and positive childhood.

We enable vulnerable children to experience a positive childhood by improving their access to education and healthcare whilst empowering their families to support themselves.

About Chipmunks Footwear

Chipmunks Footwear is a collection of fun and fashionable children's shoes specially designed to look after those precious little feet while offering real value for money without compromising on quality. We know that infants' shoes must be flexible, roomy and simply made and our wider fitting shoes accommodate young toes and feet allowing them to grow naturally without restrictions or pressures.

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