

## The Cube Birmingham and free@last Join Forces to Brighten Christmas for Local Kids

Monday 25 November, 2024

Birmingham, 25th November 2024 – This Christmas, The Cube is on a mission to deliver smiles to local children in need. Partnering with free@last, a Birmingham-based charity that supports children and families in Nechells, The Cube will host a festive gift drive from 26th November to 11th December.

How to Get Involved:

1. Collect a Tag: Each tag on the tree represents a gift wish from a child supported by free@last.
2. Fulfil the Wish: Purchase a gift based on the tag's details.
3. Deliver the Gift: Return your unwrapped gift to The Cube's concierge for collection.

These gifts will then be delivered to free@last, ensuring they reach children in time for Christmas.

The Cube encourages everyone to participate in this heartfelt campaign and take a moment to make a difference. "As a central part of Birmingham, we have the opportunity and responsibility to make a positive impact," said Lauren Tozer, Senior Facilities Manager of The Cube. "This Christmas gift drive is a chance for us all to come together and show local children they are valued and cared for. Every contribution matters, and we're proud to partner with free@last to support this cause."

free@last has been at the heart of the Nechells community for 25 years, offering essential programs and emotional support to families and young people. For many children, Christmas can be a difficult time. By taking part in this initiative, community members can help bring joy and hope to these children, ensuring they feel remembered and cared for during the festive season.

Learn more about free@last here: <https://freeatlast.co.uk/>

For more information about the campaign, visit <https://www.thecube.co.uk/celebrate-the-season-of-giving-at-the-cube-birmingham/>

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