

WEDO The Multi Store Retailer to Raise Money on Jeans for Genes Day

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WEDO The New British Multi Store Retailer to Raise Money on Jeans for Genes Day, Friday 5th October

London – All the staff at **WEDO** is happy to announce they will be swapping their daily outfits at home for a good old pair of denim jeans on Jeans for Genes Day 2012 which takes place this Friday the 5th of October.

The employees at WEDO will proudly be wearing the Jeans for Genes logo all this week to help publicise Jeans for Genes Day as well as donating £2 each to support the charity that aims to raise money for children with Genetic Disorders in the UK.

Genetic disorders affect 1 in 25 children born in the UK – that’s more than 30,000 babies born each year. Their associated health problems mean that genetic disorders are the biggest cause of death of children aged 14 and under.

Jeans for Genes Day invites everyone across the UK, from nurseries to schools to companies, to wear their jeans for the day in return for a donation. Funds raised provide vital care and support for thousands of children with genetic disorders.

Celebrity supporters this year include Amanda Holden, Michelle Keegan, Coleen Rooney, Lauren Pope, Caggy Dunlop, Jessica Wright, Carol Wright and Jade Thompson. Free fundraising packs are available at jeansforgenesday.org or by calling 0800 980 4800.

Jacob Gascoine-Becker – Head of E-commerce: “I think this is a great way to raise awareness for an excellent cause and it’s nice to do something a little bit different in order to raise money for charity.”

[Wedo](#) is a curated collection of niched e-commerce stores which aim to be the first destination for online shoppers buying furniture for their bedroom and living room. Selling a fantastic range of products including [Beds](#), mattresses and headboards. Our goal is to provide our customers with a safe, secure and modern online shopping experience.

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