

Keyword: The Jewellery Channel

Channel's new charity drive supports children in Rajasthan

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Disadvantaged children will benefit from a new charitable programme set up by TJC (formerly The Jewellery Channel) this year.

The TV channel, one of the largest jewellery retailers in the UK, has launched a One for One plan that aims to provide a healthy meal for a child in need every time an item is purchased from them. Supporting children living in Jaipur, Rajasthan to begin with the new campaign is the brainchild of TJC Managing Director, Colin Wagstaffe, who set it up earlier this year.

TJC has already provided over 250,000 meals since February.

Wagstaffe said: "For every single item our customers buy, we'll provide a meal for a hungry child. That means this year we will fund over two million school lunches for under privileged children.

"One of our founding principles is to do the right thing – for our customer, our TJC team, and for the communities in which we operate. TJC's One for One programme is purely and simply about doing the right thing. "This won't just be an initiative that we do for a week or a month, we intend to do this for years to come and provide millions of meals. To start with, we'll be distributing meals to schoolchildren in India, but in time we hope to provide meals in the UK, China and Thailand – in all the countries where our business impacts."

Wagstaffe added, "TJC is recognised for providing quality jewellery at affordable prices. Now our customers can also treat themselves; happy in the knowledge that they've provided sustenance to those in need."

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