



PRESS RELEASE

Home is...a Cath Kidson Footstool for €5!

Denny holds an interiors auction in partnership with Simon

Thursday 12th Nov: Denny is holding a silent auction in aid of the Simon Communities this week, and there's a lot up for grabs from vintage furniture to electrical appliances and funky accessories. The best thing is that you could get amazing household items for recession beating prices and make a donation to charity at the same time – you may even get your hands on a Cath Kidson footstool for €5!

The items being auctioning are from Denny's interior designed 'homes' that have been popping up across the country for the past few months, as part of its search to find out what home means to Irish people today. Now in the final leg of its tour in Dublin, Denny has decided to auction off all the interior furnishings to raise funds for Simon, who work with people who are homeless and at risk of homelessness all around the island of Ireland.

The auction is open to the public, so everyone has the opportunity to bid on anything from a gorgeous vintage dresser to a Smeg fridge, to an antique rocking chair, funky standard lamps, Laura Ashley cushions, unique photo frames and beautiful Cath Kidson accessories, with all the proceeds going to support the work of Simon in Ireland. You can get your hands on these great items by bidding online at www.homeis.ie or by popping in to the Denny home on 117-118 Grafton Street (by the Molly Malone statue) from today until Sunday 15th Nov.

The auction closes at midnight Monday and winners will be announced on Wednesday 18th November, so everyone should have their bids at the ready! It's a silent auction, so get ready for a potential bargain of a lifetime!

Tricia Burke of Denny says: "We realise the importance of home and how something small can really make people feel "at home"; such as your favourite cup or a special spot on the sofa. Therefore we want to share our home with you and help those who are less fortunate. Our auction is in aid of Simon, a well deserving charity, who work with some of the most marginalised and vulnerable people in Irish society...people who don't have a home to call their own. "

Patrick Burke, CEO of the Simon Communities of Ireland, said: "The Simon Communities of Ireland are delighted to be working with Denny on their exciting campaign "Home Is". Homelessness was a serious issue in Ireland before the economic downturn; the current recession is magnifying this issue. While most of us in Ireland are fortunate to have a home, for those that do not every day can be a struggle for survival. We hope that this auction will raise much-needed funds to support our Communities in their work with people who are homeless and at risk throughout Ireland. Our vision for the future is of an Ireland where no one is homeless. With the support of Denny we can continue in our work towards realising that vision."

People are encouraged to stop by the Denny's 'Home' on Grafton Street over the next few days to bid on the auction items, or to share what home means to them, have a cuppa and a chat with the resident 'mammy' and 'son', play the wii, enjoy a board game, or simply chill out! Celebrity ambassador Craig Doyle will also be at there on Wednesday 18th to announce the winners, and the public are welcome to pop by to meet him.

Businesses, societies, or individuals can also book meetings or events there...anything from breakfast mornings, to afternoon tea, debates, kiddie mornings with story telling, and board game tournaments will be catered for.

Denny's partnership with Simon goes further than the auction, as for the past few months Denny has donated €1 to Simon on behalf of each person who shares their thoughts on what home means to them in person or online at www.homeis.ie. This donation will continue until January.

Log onto www.homeis.ie to see a full list of items up for auction or pop into the Denny home at 117-118 Grafton Street. Denny also has online homes on Facebook, twitter, Flickr, and postcardsfromhome.ie where you can find information.

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Notes to Editor:

Denny, part of the Kerry Food Group, is the No. 1 brand in Ireland in sausages, rashers, cooked meats and sausage rolls. Denny's extended portfolio also includes shepherd's pie, cottage pie, frankfurters and pastry pies. The Denny name and its association with meat go back a long way to 1820.

The ***Simon Communities of Ireland*** is an affiliation of local Communities in Cork, Dublin, Dundalk, Galway, the Midlands, the Mid West, the North West and the South East. In addition, the National Office performs a coordinating role in terms of campaigning in the areas of housing/homeless policy and the wider poverty and social inclusion agenda; best practice in service delivery and working with people who are homeless; and in the area of full time volunteering promoting excellence and providing accredited training.

The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people who are homeless, we tackle the root causes, promote innovative responses and urge the government to fulfil their commitments.

Simon delivers support and service to almost 5,000 people who are homeless – or are at risk of – homelessness every year.

Simon Community Northern Ireland

- Simon Community Northern Ireland actively seeks to strengthen communities by leading the way in addressing homelessness. Simon Community Northern Ireland responds to the needs of homeless people through initiatives aimed at prevention, provision and progression to independent living. Simon Community provides a comprehensive service to homeless people in 24 locations throughout Northern Ireland including direct access hostels, leaving care services and community support services.
- 2 Harm reduction services in North down and Ard area and North East Area.
- The Simon Community's Northern Ireland peer education group, outspoken, supports education work by raising awareness of homeless issues and changing perception about homelessness. Safe moves is an innovative programme that works with young people from 13 to 25 who are homeless or at risk of becoming homeless.

Last year over 2,800 people approached Simon Community Northern Ireland for accommodation, of which over 50% were aged 25 years and under.