

MAXWELL SCOTT

BAGS



Maxwell Scott Bags supports Place2Be to raise awareness of children's mental health in the UK

British-born Italian leather bags company Maxwell Scott Bags is embarking on a partnership with children's mental health charity, Place2Be, to support the mental wellbeing of children in the UK. For every bag sold during the month of June, Maxwell Scott Bags will donate £1 to Place2Be.

Launching on June 1st - International Children's Day - this initiative is dedicated to promoting children's rights and welfare. As a business based in the UK, Maxwell Scott Bags feels a responsibility to ensure that children's mental health in the UK is not being ignored. Embracing its Italian roots, Maxwell Scott Bags aims to reflect the country's family-orientated culture by supporting Place2Be.

Maxwell Scott Bags founder, William Scott Forshaw, explains the partnership further:

'As a father, I was shocked and aghast to hear that one child in every ten has a mental health problem. To think that *any* child's social or emotional issues can remain unaddressed is very worrying. Place2Be is helping to close this gap.

Currently reaching out to 105,000 children in 257 schools, Place2Be's work is allowing children to speak out about their problems and, most importantly, seek help. By supporting Place2Be, I hope myself, my colleagues and our customers can work together to help raise awareness of children's mental health. The more we talk about it, the more children Place2Be can help.'

Maxwell Scott Bags will be giving their customers the opportunity to donate to Place2Be at www.maxwellscottbags.com/place2be. More information about Place2Be can be found at www.place2be.org.uk.

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For further information, please contact Julia Munder (Marketing Manager) at julia@maxwellscottbags.com, or alternatively call 01904 481 780 or 07568 314 233.

Editor's Notes:

- Photos and videos are available upon request.
- Additional Place2Be quotes are available upon request.