

# PRESS RELEASE

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## **ROYAL CROWN DERBY LAUNCHES 'MAKE A MUG, MAKE A DIFFERENCE' CAMPAIGN IN SUPPORT OF NHS CHARITIES TOGETHER COVID-19 URGENT APPEAL**

Royal Crown Derby is today launching its 'make a mug, make a difference' competition which gives children the exclusive opportunity to design a mug that celebrates the NHS. The winning mugs will then be made by Royal Crown Derby Artisans who aim to produce 26,299 mugs, representing and celebrating every day since the formation of the NHS on July 5 1948 to its 72nd anniversary in 2020.

The competition has two entry categories, under 12's and 12-18 and entries will be shortlisted by our in house design team and the winner in each category will be selected by the artist and children's author Liz Million.

Both mugs are priced at £30 with 100% of profits being donated directly to NHS Charities Together COVID-19 Urgent Appeal. The mugs are immediately available to pre-order via the Royal Crown Derby website and each purchase includes a free ticket to tour the Royal Crown Derby factory and museum. Those wishing to buy the mug as a gift have the option to add a personalised gift message to their delivery.

Managing Director, Christopher Oakes comments "Everyone at Royal Crown Derby had a strong ambition to support the NHS, especially as many of our team have front line workers in their immediate family. We explored several options, but we ultimately chose this campaign as it allows us to support the NHS by offering 100% of our profits and help British families who are also facing unprecedented challenges. We hope our entry packs will give children a much-needed challenge, boost creativity, and encourage them to learn about how precious the NHS is".

"Royal Crown Derby is the oldest surviving British pottery maker and we have a long history of creating high quality commemorative pieces dating right back to the coronation of King George III in 1761. Today we make luxury fine bone china for retailers, hotels and restaurants and whilst many of our Clients have temporarily closed due to the Coronavirus Pandemic, we are still able and willing to make the mugs and make a difference. We've added the option to include a personalised message card as we hope many mugs will be given as gifts to loved ones or as a thank you to the frontline heroes, who are protecting and serving us all".

Museum Director, Elizabeth Woledge comments "It has been a real pleasure to work together on this campaign. Our entry packs encourage young people to explore the process of design and explore their creative abilities. Royal Crown Derby's history includes the work of some extremely talented artists and designers, some of whom were working as apprentices as young as 13. We are looking forward to opening the entries and seeing some of the amazing talent which we know is out there among young people today."

Competition entries are now open and will close at 4 p.m. on May 7, 2020. The winners will be invited to Derby to meet the design team and see how the mugs are made from start to finish at the factory, in

the heart of England. The winners will also take a tour of the Palace of Westminster with Jo Gideon MP and will be presented with the first mug off the production line together with their framed artwork. The winners will also visit the V&A, the world's leading museum of art, design and performance, where their mugs will be exhibited.

Tristram Hunt, Director of the Victoria and Albert Museum commented "The V&A is delighted to be able to endorse this important and innovative response by Royal Crown Derby to the COVID-19 emergency. Our front-line workers need all the help and funding possible, and it is wonderful to see a great British pottery company encouraging ceramic skills with the next generation in support of such a worthy cause. We look forward to welcoming the winning young designers to the V&A in South Kensington."

Jo Gideon MP, commented "As an MP and Parliamentary Private Secretary to BEIS (department for Business Energy and Industrial Strategy) I'm passionate about the NHS, the future of young people and business, including the Ceramic Industry. That's why I'm delighted to support this amazing competition which not only celebrates our wonderful NHS but will raise much needed funds for the NHS All Charities Together COVID-19 Urgent Appeal".

Royal Crown Derby are also grateful for the generous support of Global Ceramic Materials limited who are generously providing a discount on the raw materials meaning that even more money can be donated to the NHS Charities Together COVID-19 Urgent Appeal.

- Media & Enquiries: Elizabeth Woledge, Museum Director [ewoledge@royalcrownderby.co.uk](mailto:ewoledge@royalcrownderby.co.uk)
- Further information, entries and orders: [www.royalcrownderby.co.uk/makeadifference](http://www.royalcrownderby.co.uk/makeadifference)
- Author and Illustrator Liz Million <http://www.lizmillion.com/>
- NHS Charities together <https://www.nhscharitiestogether.co.uk/>

#### **NOTES TO THE EDITORS:**

- Founded in 1750, Royal Crown Derby is the UK's oldest tableware manufacturer making exquisite fine bone china.
- In 2016 Royal Crown Derby was acquired by Kevin Oakes who is Owner and Chairman. His Son, Christopher is Managing Director.
- Royal Crown Derby employs around 110 people at its factory, the Historic Osmaston Works in Derby, England. Its products are 100% made in England.
- Established in 1750, the company became known as "Crown Derby" by King George III in 1775. In 1890, Queen Victoria bestowed the title "Royal" creating the company name of "Royal Crown Derby."
- Royal Crown Derby has global distribution in more than 50 countries and Clients include the world's finest retailers, luxury hotels, yachts, jets and Royal Palaces.

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