



FOR IMMEDIATE RELEASE

June 2018

Aldi Stores Limited pledges support to Deaf Awareness Week

Aldi Stores Limited supported Deaf Awareness Week, a UK-wide campaign by charity UK Council on Deafness which took place 14th – 20th May.

‘Deaf Awareness Week’ is an annual event primarily owned and promoted by the UK Council on Deafness (UKCoD) to provide Charities and interested organisations under the umbrella of UKCoD to join forces to raise awareness and challenges of Deafness and hearing loss faced by 1 in 6 people in the UK.

Aldi Stores Limited played a major role and produced their first ever fully signed ad break during Deaf Awareness Week with the exclusive first broadcast of Aldi’s new Like Brands advert introduced by an ITV voiceover and also signed, as part of ITV’s Proud to Present initiative. It was created by McCann UK, and featured Maisie Sly, the star of Oscar-winning film, the Silent Child.

Julie Ashfield, Managing Director of Buying at Aldi UK, said: “It has been an honour to support the UK Council on Deafness and increase awareness of their annual Deaf Awareness Week campaign. The public response to our completely silent and signed advert has been overwhelming and a clear indication of the importance of Aldi’s commitment and role to inclusivity.”

Craig Crowley, Chair of UK Council on Deafness said “We are indebted to Aldi for their generous donation which will help towards building even more awareness of Deafness and Hearing Loss amongst the stakeholders with positive benefits and exposure for our member organisations.

We are delighted to have helped Aldi with their advertising campaign as part of Deaf Awareness Week and positive exposure it brings to the wider audience of the importance of our work at UKCoD.

Thank you Aldi!”

[End]

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