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25,380 handprints give SEK 126,900 to BRIS

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Or SEK 126,900 to BRIS (Swedish organisation for Children's Rights in Society). That's the result of KappAhl's Give Me Five drive for BRIS' *Vuxengaranti* campaign.

KappAhl shops throughout Sweden mounted large rolls of paper in or near the shops this spring. The public was encouraged to leave a handprint – a so-called Give Me Five – on the roll. Each handprint generated SEK 5 to the BRIS' *Vuxengaranti* campaign (The Adult Guarantee campaign).

The drive is now over and when all the figures have been tallied we find that no fewer than 25,380 different hands left an impression.

The Adult Guarantee campaign is a response to the over 19,000 phone calls and emails that BRIS logged in 2005 from children, many bearing witness to a lack of adult support in the lives of these children.

“BRIS is aiming for an adult guarantee for all children. This means active adult support at home, at school and time in between. We need more adults involved in the lives of children. But it also a question of adults recognising and appreciating how significant they are and that the most important thing you can do for a child is to share your time and get involved,” says Göran Harnesk, Secretary-General of BRIS.

The decision to participate in the adult guarantee campaign was an easy one for KappAhl. KappAhl has previously collaborated with BRIS on several joint projects. The outcome of this latest campaign is very gratifying.

“We definitely want to emphasise the responsibility that adults have and through this indirectly support children and young people who in some way need help and support. Hopefully, this contribution can help BRIS in its work,” says Christian W. Jansson, KappAhl's CEO.

For image, www.kappahl.com Imagebank / Other.

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KappAhl sells fashion clothes for men, women and children at more than 250 stores in Sweden, Norway, Finland and Poland. We offer value-for-money fashion for a wide range of people. Our customers are mainly women over 30 years old with a partner and children. The KappAhl Group employees over 3,500 people and sales for the last financial year totalled SEK 5 billion including VAT. KappAhl is Sweden's largest clothing chain. The head office is in Möln dal, on the outskirts of Göteborg, Sweden. KappAhl's shares are listed on the Stockholm Stock Exchange. Further information is available at: www.kappahl.com

