



Heidi Lübke presents **BILLY`S FASHIONCARES**

Heidi Lübke, owner of the Billy's Fashiongroup in Port Andratx, came up with this idea and particular campaign for the Christmastime.

BILLY`S FASHIONCARES

Is the charity campaign of the fashion group and shall be repeated every year starting on the 06th of December and ending on the 06th of January, at epiphany.

What is so special about **BILLY`S FASHIONCARES**, or is it just another more and less successful charity campaign, which every year is being held on the island? We don't think so, because this campaign seems to be really special and unique.

In this period from the **6th of December until the 6th of January** Billy's Outlet in Port Andratx will be not only offering a 25 % discount on the actual winter collection but the same amount as the discount that the customer is getting, **BILLY`S FASHIONCARES** donates to a charity.

In other words: If a customer is getting a discount of 200 € for example, then BILLY`S FASHIONCARES donates also 200 € to the charity. Therefore it is in the customer's hands, how much money finally will be donated.

Shopping, you can do everywhere. But to be fashionable up to date, to save money and additionally doing good, that's unique.

For this first action BILLY`S FASHIONCARES decided to support the ASPANOB association.

ASPANOB (association of parents of children affected by cancer in the Balearic Islands) was created in 1987 by a group of parents who met in order to improve the quality of life of kids between 0 and 18 years with cancer and their families in the Balearic Islands. Since then, **ASPANOB** has been growing, working day by day with the satisfaction of seeing, year after year, how their activities increased and more important programmes expanded.

The association, after twenty years, is still faithful to the principles and objectives that motivated its creation.

All **ASPANOB** activities are aimed at helping and giving support to kids with cancer and their families, to improve the family's acceptance and dealing with the illness, the detection of problems and the family's needs, providing the necessary solutions.

Detailed information to ASPANOB and their programs you'll find at www.aspanob.com

„The work and efforts of ASPANOB was always my concern, not least because I'm a mother myself“, says Heidi Lübke. “ So it was consequential that I choose ASPANOB for my first campaign. Therefore I solicit you all for supporting this campaign numerously. The more your discount and the more you're shopping, the more the donation, that we will be able to give and therefore we will be a help for a good cause together.”

BILLY`S FASHIONCARES shall be repeated every year at the same time and the content and conception shall be developed. It's worth it:

Fashion, that not only makes you look fancy, but also cares about those who are not that privileged like us healthy and happy people.



If you don't have the time to benefit from this discount opportunity during this period and if you want to support this campaign generally than you can donate to the following donation account:

DONATION ACCOUNT BILLY`S FASHIONCARES

La Caixa Pto. Andratx
2001-1390-40-0200143093

From other countries:
IBAN ES562100 1390 4002 0014 3093
SWIFT: CAIXESBBXXX