

## PRESS RELEASE

### Kitchengroup to the rescue in DIY SOS, Children in Need Special!

(ref: KG-336 / DECEMBER 2009)



The kitchengroup has teamed up with the BBC1's DIY SOS programme in a special Children In Need episode, aired on 10 December 2009. Supporting the massive 2009 Children In Need event, the programme went out to over 4 million viewers aiming to raise awareness of child poverty in the UK.

In partnership with one of its key customers, Huws Gray, a builders merchant in Gaerwen, Anglesey, the kitchengroup were only too delighted to get actively involved with this very worthy charity. With kitchengroup taking care of all kitchen products and appliances, and Huws Gray, all building materials, the duo got set to work in helping out a family in crisis in the local area.

Challenged with its biggest project ever, DIY SOS went to Gaerwen to help out Joe and his family of four young children. Living in a caravan in the garden of their one-bed cottage for four years, the family were in desperate need of space to breathe and a safe roof over their heads. With the help of kitchengroup and Huws Gray, the team built a large three-bedroom extension onto the cottage in just one week, transforming an unliveable cottage into a comfortable living space. Hub of the home, the 3.6m x 4.9m kitchen and utility room were created with the help of DIY SOS designer, Julia Kendell, featuring a stylish and durable kitchen from the kitchengroup.

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Russell Sharpe, business development manager of the kitchengroup said: "We chose one of our contemporary slab-style kitchen doors from our K Kitchens collection, a light oak veneered fascia with attractive horizontal wood grain, due to its hard-wearing finish and super stylish looks. Teamed up with a chunky aluminium square bar handle and Mineral Spa satin finish worktop, the kitchen looks stunning and I believe the family are absolutely over the moon with it!"

The kitchengroup provided all the kitchen cabinets, worktops, accessories and lighting as well as coordinated the supply of a range of appliances from Neff and the sink & tap from Astracast. Both kitchengroup and Huws Gray installers assisted the DIY SOS team with the fit out process and the results speak for themselves!

For further information on this special Children In Need DIY SOS programme, visit [www.bbc.co.uk/programmes](http://www.bbc.co.uk/programmes); for the kitchengroup visit [www.kitchengroup.co.uk](http://www.kitchengroup.co.uk) or call: 0800 8 77 88 99; and for Huws Gray, visit [www.huwsgray.co.uk](http://www.huwsgray.co.uk)

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**Editor Notes:**

- The kitchengroup is a specialist kitchen manufacturer that designs and manufactures kitchen furniture under the Prima and K Kitchen brands.
- kitchengroup manages all aspects of product development; sourcing; operations; marketing; merchandising and training.
- Quality, craftsmanship and technical precision are synonymous with the Prima and K brands, Prima representing an entry level brand and K, a mid-market brand.
- The kitchengroup brands are exclusively distributed by PJH Distribution, the UK's largest distributor. This partnership provides an unrivalled service, supplying kitchen furniture to the independent trade at speed, within just 48 hours.