



## **I SAW IT FIRST revealed as official partner of the first Child of Britain Awards**

**Inspiring event will celebrate courageous children from across Britain**

Fashion brand I SAW IT FIRST has been unveiled as the official partner of the inspirational Child of Britain Awards – dedicated to celebrating the incredible achievements of our nation’s children.

The inaugural Child of Britain Awards will cover every corner of the country, shining a light on some of our bravest young people – putting them centre stage by highlighting their heroic courage and amazing stories.

It will culminate in an unforgettable annual high-profile ceremony honouring the shining stars of our next generation - attracting the support of celebrities, sporting stars and Britain’s leaders.

I SAW IT FIRST is proud to play a leading role in such an inspiring event. The progressive company is far more than fashion – it’s a brand that gives back, with charitable values embedded in the very core of its ethos.

The Child of Britain Awards gives I SAW IT FIRST the perfect opportunity to uplift some of Britain’s most astonishing young people – giving them the recognition they truly deserve.

Leanne Holmes, Marketing Director at I Saw It First, said: “We’re absolutely thrilled to be partnering with the inaugural Child of Britain Awards, we hope this will be a long-term partnership for years to come.

“Our legacy is to uplift and inspire our customers, encouraging wellness and advocating body confidence and equality - no matter your size, race, gender or bank balance.

“We are the brand who gives back, and we’ve worked with a number of well-deserving initiatives – big and small - shining a light on the young people of Britain.

“We want our legacy to be one of ‘giving back’ to charity, to the environment and of course our customers.

“We have been inspired by the nominations - incredible stories of incredible young people and their achievements. They are the real heroes of Britain.”

The Child of Britain Awards 2022 has 13 award categories covering outstanding personal courage, bravery, sporting and creative achievements; while recognising the children who help others – championing causes in their communities, protecting the environment, caring for others and fundraising.

Hundreds of nominations as well as support from celebrities and communities across the UK have already flooded in - messages from Hollywood actress Catherine Zeta Jones to the winners being invited to an exclusive reception at Downing Street.

The event will also raise funds that will be used to provide much-needed support to children’s charities across the UK.

Co-founder Blanche Sainsbury said: “These truly remarkable awards tell of awe-inspiring achievements by children across Britain. They are stories that need to be told.

“The evening will undoubtedly be emotional, inspirational and unforgettable for everyone involved and I’m absolutely delighted I Saw It First will be there to share such a moving experience.

“They are the perfect fit for a partner and share our values of kindness, giving back and leaving a legacy for our nation’s children.”

The Child of Britain Awards 2022 follows the success of the Child of Wales Awards in 2020, when a group of remarkable young people were invited to Downing Street, attracting national attention and the support of celebrities and sporting personalities.

The event grew into the Child of Britain, Child of Scotland and Child of Ireland Awards thanks to the overwhelming support in Wales.

**ENDS**