

Press Release

Change Of Lifestyle For Charity Shop

May 27, 2008

Cornwall Hospice Care has launched a new lifestyle outlet to replace an existing traditional style charity shop in Truro.

The River Street shop was closed for two weeks from May 13 while it was re-fitted to accommodate a range of high quality furnishings, kitchenware, occasional furniture and other household items.

The newly elected Mayor of Truro, the Right Worshipful Councillor Mrs Susan Callen, officially opened the new look outlet on May 27.

Retail Manager Verity Barker said: "We constantly strive to maximise the income from our retail outlets to help fund our services. With 25 stores in towns across Cornwall, we can now offer customers a good mix of traditional as well as specialist outlets, all selling high quality items at excellent value.

"Truro is an ideal location for our lifestyle outlet and we feel it will bridge a gap in the market. We will now no longer sell shoes and clothing and the shop has been rebranded as [lifestyle@Truro](#)," added Verity.

If successful the Charity plans to expand its lifestyle@ stores to other suitable locations. It has already achieved great success with its first specialist furniture store, [furnish@Penryn](#) which sold £100,000 worth of items in its first year of trading, which it recently celebrated.

All profits raised from the retail group go to help provide specialist care to patients with life threatening illnesses at the county's two hospices- Mount Edgcumbe in St. Austell and St. Julia's in Hayle - and gives support and advice to their families and loved ones.

It costs more than £5 million annually – the equivalent of £11 a minute – to provide these services and around 85 pence in every £ must be met through donations, fundraising, legacy gifts, and income from the retail outlet and the weekly lottery.

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