



# Madlug

<https://www.madlug.com/>

Madlug are a bag brand that donates a bag to a child in care for each bag sold.

**40,000 children enter the UK care system every year, many have their belongings moved in black plastic bin bags or plastic shopping bags.**

This breaks our heart and we understand it breaks yours too. That's why we have created Madlug. An award winning bag brand that empowers you to make a difference. Here's how it works. With every bag you purchase, a pack-away travel bag will be given to a child in care.

## The Reality

There are over **90,000** children in care in the UK and Ireland. One child enters the UK care system every 15 minutes. What's more, over half are victims of neglect or abuse. Because children in care aren't given a voice, the public don't know about the problems they face every day. Which is why it's so important that their story is heard.

## How We Help

The cost of every bag in our shop covers: a free bag for a child in care and the item you choose. We worked with Care experienced young people and Health Trusts / Local Authorities to develop a giving bag that is centred around the needs of children in care.

The bag itself is unbranded to avoid stigma. It folds away to fit neatly into a sock drawer or a Social Worker's car boot without wasting storage space. And each bag has a label that says "You are incredible" to remind every child that they have **value, worth and dignity**.

20,000+ Bags Given To Date – Any bags that are purchased using the code **SWINDONCARES** get you 10% off your entire purchase and every bag bought with this code means the packaway bags will go **directly to our children here in Swindon!**



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