

## Dimplex fires add the Festive Touch for Kids' charity

**A Dimplex Opti-myst® fire has added a special touch of magic in a Christmas-themed roomset created by renowned advertising agency M&C Saatchi to help raise funds and awareness for children's charity, Kids Company.**

The 'Christmas through the eyes of a child' roomset was created in the agency's London offices to provide a Dickensian-style fundraising party venue that captures the spirit of Christmas, complete with tinsel, giant sized toy soldiers, a 27ft lavishly decorated tree and a traditional fireplace.

But one of the biggest challenges faced by the agency design team was to create the perfect fireplace, complete with a real roaring fire, for hanging the stockings in readiness for the expected arrival of Father Christmas! And the agency chairmen had told the team, that only the real thing would do.

A lack of chimney or flue and the need to comply with health and safety requirements meant that a solid fuel or gas fire was out of the question and time was fast running out for the designers. Just a few days before the party, the design team solved their problem with the discovery of the latest award winning Opti-myst real flame and smoke effect. And Dimplex stepped in to donate a Cadogan fire which was express-delivered in time to set the scene for a perfect Christmas.

**“ It was a relief and big surprise when we discovered Dimplex solved all the problems and they really came up with the Christmas spirit. ”**



## Client

M&C Saatchi

## Products

Cadogan Opti-myst  
Fire

David Jackson, advertising account manager explained: "We were under pressure to create an idyllic scene and we knew a fire would complete the look but nothing seemed to work. It was a relief and big surprise when we discovered Dimplex solved all the problems and they really came up with the Christmas spirit. The product fitted our needs perfectly and the effect is so real that one of our important guests at the Kids Company party reprimanded one of our staff for having an open flame so close to his children!" he said.

Before the high profile event, the culmination of a year's fundraising by the agency, the agency bosses inspected the roomset with critical eyes and agency founding partner, Lord Maurice Saatchi commented: "On the decorations... marvellous".

The party was attended by M&C Saatchi staff, clients and children from the Kids Company charity, which was founded by charismatic campaigner Camilla Batmanghelidjh to provide practical, emotional and educational support to vulnerable inner city children. The charity's services reach 14,000 children across London and are designed to help them overcome personal challenges to lead positive and fulfilling lives.

Kids Company needs to raise £7.5million each year for its work in supporting vulnerable children. If you would like to make a donation:

[www.kidsco.org.uk/donate](http://www.kidsco.org.uk/donate).

Donations by cheque should be made payable to Kids Company and sent to: Kids Company, 1 Kenbury Street, London, SE5 9BS.

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A division of the GDC Group, Millbrook House, Grange Drive, Hedge End, Southampton, SO30 2DF

● Tel: 0845 601 5111 ● Email: [marketing@dimplex.co.uk](mailto:marketing@dimplex.co.uk) ● [www.dimplex.co.uk](http://www.dimplex.co.uk)

D1523/0911