



Paddy Power joins forces with children's literacy charity Suas to clean-up the language of the nation

Dublin, 9 May 2018 - Paddy Power has joined forces with children's literacy charity, Suas, by putting 'swear boxes' in its Irish shops to encourage the nation to stop swearing.

The idea behind the swear boxes is two-fold: to try and clean-up the language of the nation; and second to raise vital funds for Suas' work with children in disadvantaged communities in Ireland.

Over the last 5 years, Suas has provided one-to-one literacy support to thousands of children from disadvantaged communities all over Ireland with the help of over 4,500 trained volunteers.

John Logue, CEO of Suas, said "One-in-three children in disadvantaged communities in Ireland have serious difficulties with literacy. The impact of illiteracy for these children, their families - and their communities - can be devastating. Our goal is to end childhood illiteracy in these communities. With Paddy Power's incredible support, we will be able to provide one-to-one mentoring for almost 4,000 children in Ireland over the next 3 years."

Paddy Power added "This is a really innovative, fun way to raise money for a great charity. I hope anyone who ticks the box of being both fond of a flutter and prone to the odd bit of profanity will fill the box at their local Paddy Power shop.... although I'm fearful that Suas might be disappointed with the impeccable manners of our customers!"

Suas, who will receive 75% of the cash donated by this profanity tariff, aim to service an additional 3,948 of children by the end of 2019. The Borris House Festival of Writing & Ideas will receive the remaining 25%, with which they will fund classes in creative writing each year by leading authors.

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