

**PRESS RELEASE**

**SAFESTORE ANNOUNCES PARTNERSHIP WITH CRYSTAL PALACE CHARITY,  
ST CHRISTOPHER'S HOSPICE**

*London, 27 July 2010:* Safestore, the UK's leading self storage company, has announced plans for an ongoing partnership with St Christopher's Hospice in Crystal Palace, where it has just opened a new storage facility. As part of this initiative, Safestore recently sponsored St Christopher's sixth Annual Golf Day, held at the Sundridge Park Golf Club in Bromley.

Anita Lemon, who heads up Safestore's corporate social responsibility programme, explains: "When opening the store in Crystal Palace, we were keen to establish relations with the community and build a partnership with a local charity. St Christopher's Hospice stood out because of the outstanding work that it does for patients needing long term palliative care. Safestore is very proud to be associated with St Christopher's and we look forward to working with the charity in the years to come."

Paul Fennelly, Senior Fundraising Manager for St Christopher's Hospice, says: "We are very grateful to Safestore for the tremendous support of our Annual Golf Day and their ongoing pledge of support for our charity. The donation ensured that this year's event was a huge success for all involved."

Safestore's new state of the art facility on Oakfield Road will serve the Anerley, Penge, Beckenham and Dulwich areas, and is part of the firm's expansion drive in the London area. One of Safestore's larger branches, the Crystal Palace facilities include a DHL service point to send parcels worldwide, free 24 hour van hire and four weeks free storage for new customers at the facility. The Crystal Palace store opening means there is now a total of 40 stores in the London and M25 area.

Neil Riding, Safestore's COO commented: "We are pleased to be opening the store in Crystal Palace and look forward to becoming contributing members of the community. St

Christopher's Hospice is an excellent cause and we are proud and delighted to be associated with the charity."

**ENDS**

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**Editors' Notes:**

**Information on Safestore**

Safestore is the UK's largest and Europe's second largest self storage provider. Its principal operations are located in the UK, where it has 92 stores and two business centres with a further 22 stores in Europe.

Safestore provides secure self-storage facilities which is an increasingly attractive solution to the growing storage needs for both business and domestic customers.

Safestore has a strong track record in managing and developing its assets. With over 37,000 customers and a national network Safestore has a thorough understanding of the evolving needs of its customers and a robust operation platform from which to continue to deliver sustained growth.

Safestore Holdings plc is a FTSE All-Share self storage company.

[www.safestore.com](http://www.safestore.com)

**Information on St Christopher's Hospice**

St Christopher's Hospice was founded in 1967 by Dame Cicely Saunders as the first modern hospice. St Christopher's combines care, education and research to provide skilled and compassionate support to people approaching the end of their lives.

St Christopher's serves a diverse population of 1.5 million in five south London boroughs – Bromley, Croydon, Lambeth, Lewisham and Southwark. Each year St Christopher's cares for 2,000 dying people 24 hours a day, seven days a week. The inpatient unit has 48 beds and on any one day a further 850 patients are cared for in their own homes. Care addresses the needs of each person as an individual – physical, emotional, psychological, social and spiritual – and those of families and friends, extending into bereavement.

It costs £14 million each year to deliver these services free of charge to patients. Less than a third comes from the NHS. £9 million must be fundraised.

[www.stchristophers.org.uk](http://www.stchristophers.org.uk)