Paignton Shop Opening – PR

**Subject: Devon Air Ambulance announces new Paignton charity shop.**

***Devon Air Ambulance is thrilled to be opening the doors of another brand-new charity shop just in time for Christmas.***

The charity’s 22nd charity shop is set to open to local people and visitors in Paignton this week, with a special launch event taking place at 10am on Friday 20th December, with mascot Ambrose and a visit from Critical Care Paramedics if missions allow.

The Paignton shop, located in Victoria Street, at the heart of Torbay in the English riviera, provides a central point where local people and thrifty customers can donate their preloved garments or shop from a range of quality items – from clothes, shoes and accessories, to bric-a-brac, books, toys, music, gifts and more.

The charity's retail shops make a significant contribution to not only the local people in the communities they serve, but as a vital income stream to support the lifesaving service it provides. So far in 2024, the Devon Air Ambulance crew have responded to **120 missions to Paignton alone.**

Pete Vallance, Head of Business Development at Devon Air Ambulance, said:

*‘I couldn’t be happier to announce the opening of our new Paignton shop ahead of Christmas week. We now have more than 21 charity shops located throughout the county, with Paignton being number 22. We’re working towards 30 in the next couple of years and are excited to have a presence in the heart of Paignton. There has been a lot of interest from passers-by while we’ve been busy getting everything ready, and everyone has been very welcoming.*

*Our team is excited to welcome the local Paignton community, and visitors, to the shop and they look forward to receiving those valuable donations that help keep our crews responding to incidents across the county.’*

The new charity shop also provides an opportunity for members of the local community to take part in volunteering, and an opportunity to learn more about what happens behind the scenes of a local lifesaving charity. By donating a little spare time, new skills can be learned, confidence boosted, and new friends made.

Volunteers are the heart of charities like Devon Air Ambulance, and they play a vital role in the fundraising efforts helping organisations stay connected with the communities they serve. There are many reasons why people choose to volunteer with Devon Air Ambulance. To find out more about what this involves and to express an interest, visit: <https://bit.ly/Volunteer-Paignton>