

Burton Joins Forces With The British Forces Foundation

BURTON

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Burton and the British Forces Foundation are teaming up again after last year's success saw hundred's of happy dad's come father's day as the exclusive 'Dad's Army' tees completely sold out.

Burton has committed to donating £1.50 for every T-Shirt sold to the BFF, which will ensure that the good work the company do supporting and raising the morale of our troops serving on the front-line around the world is set to continue.

This Father's day, opt for a wonderfully nostalgic tee to keep all of the Dads and the all British serviceman smiling. Each Tee is £16 and is available in selected Burton stores and on-line at burton.co.uk.

Glen George, Head of Buying at Burton said: "We are delighted to be continuing our relationship with The British Forces Foundation; after last year's success, we are proud to, again, show our support to the cause. We hope it'll raise awareness to the fine job these men do and to be even more successful than last year."

Plus as another exclusive, Burton Online has teamed up with Kahuna watches to offer the chance to win one of 5 watches that are up for grabs. The partnership emphasises the long-term relationship between the two companies where Kahuna watches continue as part of Burton's accessory offering.

About The British Forces Foundation

The British Forces Foundation exists to boost the morale of British

service men and women - principally on operations but all over the world - primarily through top quality entertainment with big name stars. The shows, and the Charity's other projects, convey the gratitude of the British public for the work of the Armed Forces and the sacrifices they make.

About

Burton was originally founded in 1903 under the name The Cross-Tailoring Company. It quickly became popular and expanded into hundreds of outlets and factories across the United Kingdom. Today, it is a staple on most high streets and a popular retailer for [men's fashion](#), including gifts for men, casual clothing and men's shirts, [men's t-shirts](#) and mens suits, [men's shorts](#) and [jeans](#). Customers can also shop online from the Burton.co.uk website which offers free returns in-store or by post and fast delivery to their home. The site features a useful size guide to ensure customers can get the correct fit for all items. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions.

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