



Jeans for Genes Day took place on Friday 2nd October and judging by the wonderful photos and stories supporters are sending in, everyone had a great time.

This year over 55,000 fundraising packs were sent out to schools and organisations all over the country. We've even had reports of Jeans for Genes Days taking place in Gibraltar, Germany and Malaysia.

Across the UK, supporters got into the spirit of Jeans for Genes Day by wearing their jeans, holding quizzes, hosting cake sales and all sorts of other fundraising activity. Designer outlet store McArthur Glen in Swindon created a giant denim train, students and pupils at Farnborough College held a pyjama party, residents at Sunrise Senior Living created jeans collages and George at the JobCentrePlus in Deptford even had his chest waxed to raise money.

Lots of celebrities supported the campaign including Zoe Ball and her dad Johnny Ball, singer Lemar, supermodel Jodie Kidd, actress Jaime Winstone and Britain's Got Talent favourite George Sampson. Even the character Fifi from Fifi and the Flowertots got involved to help promote the Day.

A big thank you goes out to PiA members; the Williams, the Stopps and the McSheehys who all spoke to the media to help promote Jeans for Genes Day. Your support made a huge difference.

The money raised from Jeans for Genes Day this year will help ten charities, including PiA. It will help to fund support services for children and families affected by genetic disorders, as well as research into the causes of genetic conditions, and the search for their treatments and cures.

If you didn't manage to organise your Jeans for Genes Day yet this year, don't worry - you can do it anytime. Simply visit www.jeansforgenes.com and sign-up for your free fundraising pack.