

# Carers UK and Regina Blitz announce new partnership



Carers UK and Regina Blitz have today launched a new six-month partnership raising awareness of caring and highlighting the importance of breaks for unpaid carers.

The partnership aims to help people who are looking after someone identify themselves as carers. Carers UK research has found that the majority of carers take over two years to recognise their caring role. Earlier identification means carers will be able access the help and support they need sooner. The partnership will be promoted on packs of Regina Blitz household towels, a Sofidel brand, in supermarkets across the UK. The on-pack text will help unpaid carers to self-identify by explaining the kinds of tasks a carer might do. They will also be working with major supermarkets across the UK, including Sainsbury's and Tesco, to promote our partnership in their magazines, online and on digital screens outside their stores.

As part of the partnership Regina Blitz will be running a [Breaks for Unpaid Carers Giveaway](#), giving carers the chance to win a free break – from cinema tickets and recipe boxes to hotel stays and spa days. Research released for Carers Week 2021 found that 72% of carers have not had any breaks during the pandemic, and 69% said that this had worsened their mental health. The breaks giveaway will enable prize winners to take some time for themselves away from their caring responsibilities – something that's essential for their mental health and wellbeing. The on-pack promotion includes details of a webpage to visit and a QR code to scan, which will enable carers to enter the giveaway draw by sharing their personal experience of caring.

Regina Blitz will also be supporting Carers UK's Care for a Cuppa sessions. These online meetups give carers the opportunity to chat and

share how they're feeling with other carers who understand the ups and downs of caring, in an informal and supportive setting. Regina Blitz will be treating carers who attend to gift bags.

**Graeme Bralsford, Marketing & Sales Director UK & Ireland at Sofidel, said;**

"We're delighted at Sofidel and Regina to be working with Carers UK. We're a family owned business and family is at the centre of our culture, so we are proud to partner with someone that helps and supports families in need every day. It has never been more important to further raise the awareness of the essential work that Carers UK do to support the millions of unpaid carers in the UK and we are looking forward to helping them in their campaign."

**Helen Walker, Chief Executive at Carers UK, added;**

"We're absolutely delighted to be teaming up with Regina Blitz. Our partnership aims to make a meaningful difference through raising awareness of caring and offering carers a break at a time when it is needed more than ever. "The national visibility of our partnership, with promotion in supermarkets across the UK, will enable us to help even more people who are looking after someone identify themselves as unpaid carers. While furthering our goal to support carers wherever they maybe, and however caring affects them."

The partnership runs until the end of January 2022.



We're partnering with  
Regina Blitz!

