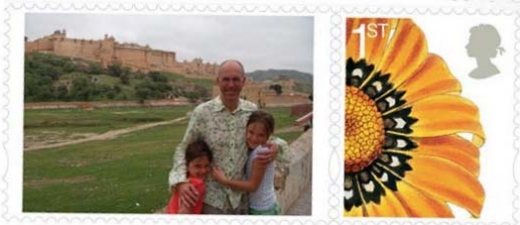




In June 2009, Shine Communications (in the guise of eBay name *RoyalMailFathersDay* on eBay) offered for auction on eBay, two half-sheets of 10 stamps/label Smilers featuring donated images of the children of ex-Boyzone star *Ronan Keating* and GQ Editor *Dylan Jones*. The sheets are both signed respectively by *Ronan Keating* and *Dylan Jones*. The photo images were donated to raise money for Barnado's – the UK's leading children charity.



Shine Communications is a promotional company based in London who has previously auctioned *Celebrity Smilers* on Mother's Day in 2007 and 2008 featuring images by Penny Lancaster and Helena Christenson amongst others. In 2009 they auctioned 100 sheets of Charity smilers donated by *Elizabeth Hurley* and *Jasmine Guinness*.

RONAN KEATING PUTS A SMILER ON OUR FACES THIS FATHER'S DAY

Boyzone star Ronan Keating is one of a number of celebrity dads who are helping kids across the United Kingdom this Father's Day, creating his very own set of charity stamps for Royal Mail to raise money for children's charity Barnardo's.

The limited edition sheet of 10 Smilers stamps features an exclusive image supplied by Ronan Keating of his family, as his representation of what fatherhood most means to him.

All money raised will be donated to Barnardo's - the UK's leading children's charity which works with more than 100,000 children, young people and their families each year. Barnardo's delivers specialised support via its 383 local services for the UK's most vulnerable children exposed to domestic violence, poverty, drug misuse, crime, homelessness and much more. For more information about Barnardo's visit the website at www.barnardos.org.uk

Smilers are a unique way to personalise your post by combining one of your own photos with a Royal Mail Stamp, and are available in sheets of 10 First Class stamps for £7.50 including postage and packing.

Royal Mail Group and Barnardo's
Touching lives, connecting people

DYLAN JONES PUTS A SMILER ON OUR FACES THIS FATHER'S DAY

Dylan Jones, Editor of GQ Magazine is one of a number of celebrity dads who are helping kids across the United Kingdom this Father's Day, creating his very own set of charity stamps for Royal Mail to raise money for children's charity Barnardo's.

The limited edition sheet of 10 Smilers stamps features an exclusive image supplied by Dylan Jones of his family, as his representation of what fatherhood most means to him.

All money raised will be donated to Barnardo's - the UK's leading children's charity which works with more than 100,000 children, young people and their families each year. Barnardo's delivers specialised support via its 383 local services for the UK's most vulnerable children exposed to domestic violence, poverty, drug misuse, crime, homelessness and much more. For more information about Barnardo's visit the website at www.barnardos.org.uk

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The two autographed half sheets were eventually sold for an impressive £2500!