



In March 2010, Shine Communications (in the guise of eBay name *RoyalMailMothersday*) offered for auction, three autographed Smilers sheets featuring donated images by *Pearl Lowe*, *Sarah Ayton* and *Sophie Ellis-Bextor*.

The sheets sold for £510, £510 and £620 respectively raising £1640 for charity.

The photo images were donated to raise money for Woman's Aid, the domestic violence charity. The sheets are signed by *Pearl Lowe*, *Sophie Ellis-Bextor* and *Sarah Ayton*.

Shine Communications is a promotional company based in London and had previously auctioned Celebrity Smilers in 2007, 2008 and 2009 featuring images donated by Penny Lancaster, Helena Christenson and Elizabeth Hurley amongst others.

PEARL LOWE
PUTS A SMILER ON OUR FACES
THIS MOTHER'S DAY

Singer and songwriter Pearl Lowe is one of a number of celebrity mothers who are helping women across the United Kingdom this Mother's Day, creating her very own sheet of charity stamps for Royal Mail to raise money for Women's Aid.

The limited edition sheet of 10 Smilers stamps features an exclusive image supplied by Pearl Lowe, of her daughters Daisy and Betty, as her representation of what motherhood most means to her.

All money raised will be donated to Women's Aid - the national charity working to end domestic violence until women and children are safe. Women's Aid coordinate and support a network of over 370 local domestic violence organisations, which provide refuge accommodation, helpline, outreach services and advice centres to close to 200,000 women and children each year. For more information about Women's Aid visit their website at www.womensaid.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 £7.38 with £1.40 postage and packing per order.

women's aid
until women & children are safe
www.womensaid.org.uk

SARAH AYTON, OBE
PUTS A SMILER ON OUR FACES
THIS MOTHER'S DAY

Olympic medal winning Cyclist Sarah Ayton, OBE is one of a number of celebrity mothers who are helping women across the United Kingdom this Mother's Day, creating her very own sheet of charity stamps for Royal Mail to raise money for Women's Aid.

The limited edition sheet of 10 Smilers stamps features an exclusive image supplied by Sarah, as her representation of what motherhood most means to her.

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SOPHIE ELLIS-BEXTOR
PUTS A SMILER ON OUR FACES
THIS MOTHER'S DAY

Ultimate pop starlet Sophie Ellis-Bextor is one of a number of celebrity mothers who are helping women across the United Kingdom this Mother's Day, creating her very own sheet of charity stamps for Royal Mail to raise money for Women's Aid.

The limited edition sheet of 10 Smilers stamps features an exclusive image of Sophie Ellis-Bextor and her daughter, as her representation of what motherhood most means to her.

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