

the Leader

14th August 2013
Chester

A POP-UP shop set up on Sealand Road to aid charity work in Africa has been hailed as a success.

UK based charity, Computers 4 Africa took up two days in a vacated unit on Greyhound Retail Park in July in the hope of securing as many pieces of computer equipment as possible after a similar successful venture in 2012.

During their stint in the store, the charity received donations of 207 pieces of equipment such as keyboards, printers and scanners including 57 computer towers. These will now be delivered to schools and community projects across Africa and will benefit the lives of nearly 700 children, improving their education and career opportunities.

A donation of computers and computing equipment was also made by primary schools across the area.

Over the course of the two days, displays and notices were put up around the store to educate those donating their old equipment to the mission of the cause. A dummy container that can be converted into a computer classroom was also set up on display in the store.

Head of marketing, Sharon Roberts hailed the results of the pop-up shop. She said: "We set it up because the property wouldn't be used otherwise.

"The response locally was very positive, we're very passionate about getting the message out there, we know people don't refresh their computers regularly but the response was very good because people knew we were going to be there."

As the temporary store proved to be a hit, Computers 4 Africa are returning to the for another donation appeal in October.

"We hope that by making repeat visits people will think of us when it comes to IT disposal and then can easily donate at their local appeal," Sharon added.