For Immediate Release­

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**Latest app allows you to shop and donate to a charity of your choice.**

**Enjoy App, the UK’s first experience online shop that allows you to get away and give back.**

The Nicest Man in Britain, Luke Cameron, in collaboration with D&G Group have just launched their latest product, enjoy, bring their leading and carefully sourced fundraising experiences to every day customers, in the form of an app which donates 10% of each item sale to charity.

With their team continuously securing exclusive deals with some of the UK & Europe’s top experiences, destinations and venues; they’re able to offer money can’t buy packages at incredible value.

Luke Cameron shot to fame after doing 365 good deeds of 365 days on his blog “The Good Deed Diary” and was the holder of the “Nicest Job in Britain’. He has now teamed up with D&G Group to launch the app, enjoy.

“I am so very excited to working with D&G Group to launch the app, enjoy. For us, being able to generate funds for charities in an innovative way is really a dream.” Luke Cameron

D&G Group started 8 years ago, led by founders David Nash, Glen Nash & Adam Stanier and have raised a colossal £20m for charities since their first event back in 2010. As they step into a new growth era for the business, they’ve developed enjoy bringing their exclusive auction experiences to the general public.

“We’re very excited to be launching enjoy. It’s the next natural step for us, taking our much-loved auction experiences and opening them up for the public to enjoy. The golden thread throughout our business is enjoying giving back, which is why we specifically designed the app to give back.” – Jonathan Douglas, CEO

What’s even more remarkable is D&G’s core ethos ‘enjoy giving back’. Having worked with hundreds of charitable organisations raising millions of pounds, they are donating 10% of the profit of each item to charity. Charities can enquire to be listed on the app and receive donations when their charity is selected by a customer.

“We’re giving charities the option to work with us to help diversify their fundraising stream. We’ve built our business on helping charities and oganisations raise money at a corporate level, but we’re now using our expertise, knowledge and wealth of experiences to help raise even more in a very different way.” David Nash, Founder.

It was reported by Barclaycard that the UK the retail market has shrunk by 3% over the past year, purchases of experiences are up by 14% respectively. Showing the huge growing appetite for immersive experiences, shifting away from material possessions. An Eventbrite survey into experiences showed that in late 2017, two-thirds of 18-34 year-olds feel more fulfilled by experiencing something than purchasing an item of the same value. Almost 75% agreed that a fear of missing out’ (FOMO) – partly fuelled by experiences being shared on social media – prompted them to seek out activities that were out of the ordinary.

As many retailers are now looking to incorporate retail theatre into their stores, the trend is well and truly moving towards people wanting experiences.

Enjoy are looking for both charities and businesses to use the platform to expand their market.

Enjoy app is available for download now on both Android and IOS platforms.

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**Notes for the Editor**

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**About Enjoy**

Created to merge experiences with giving back, enjoy is an app where you can search for exclusive experiences across the UK & Europe and for every purchase, we donate 10% to a charity of your choice.

Simply put, we enjoy giving back.

* Our latest product, enjoy, brings our leading and carefully sourced fundraising experiences to every day customers, in the form of an app.
* With our team continuously securing exclusive deals with some of the UK & Europe’s top experiences, destinations and venues; we’re able to offer money can’t buy packages at incredible value. Further to this and in line with our core ethos, we’re committed to giving back, which is why we donate 10% of the profits to charity on every purchase.

[You can download the app here](http://onelink.to/enjoy) – http://onelink.to/enjoy

[Twitter](http://www.twitter.com/enjoygivingback)

[Facebook](http://www.facebook.com/enjoygivingback)

[Instagram](http://www.instagram.com/enjoygivingback)

**About D&G Group**

D&G Group are the UK's trusted specialist for corporate events, fundraising experiences and CSR in the UK.  
Since 2010, they have helped raise over £19.5m for charities through expertly crafted events and experiences; maximising partnerships between corporate sponsors and charitable causes.

​Trusted by the likes of ASOS, Rolls-Royce, Iceland Foods, Holland & Barrett, House of Fraser, they unlock corporate charity partnerships to their full potential, driving fundraising & CSR initiatives at the heart of everything we do.

​Operating across 4 core divisions: D&G Partners, D&G Fundraising, D&G Productions, D&G Consulting. They offer a full-service approach to your corporate social responsibility strategy, implementation and amplification.

Twitter - @DGGroupUK

Instagram – DGGroupUK

Website - www.dggrp.com