For Immediate Release­

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**The Nicest Man in Britain takes on his next challenge**

**The Nicest Man in Britain joins leading agency who have raised over £19m for charity**

Luke Cameron, named the Nicest Man in Britain, has joined the leading charity fundraising agency, D&G Group, to help drive their culture of ‘enjoy giving something back’. Since the launch of his blog in 2014, Luke has helped and supported the UK charity sector; leading national campaigns, raising awareness for hundreds of causes and even had his own documentary on ITV following his incredible philanthropic work.

D&G Group started 8 years ago, led by founders David Nash, Glen Nash & Adam Stanier and have raised a colossal £19m for charities since their first event back in 2010. As they step into a new era of growth for the business, they’ve brought Luke Cameron on board to facilitate and drive their philanthropic culture.

“Luke’s incredible work over the past 4 years has given him an international reputation of doing good, something which we whole-heartedly embody as a company. We are incredibly excited to have him working with us to drive our ethos of ‘enjoy giving something back’ to new heights. A business is only ever as good as it’s people and Luke is another hugely valuable addition to the team both internally and externally.” – Jonathan Douglas, CEO

Luke has had an incredible career to date. Running his internationally successful blog, ‘The Good Deed Diary’ where he successfully completed 365 good deeds over 365 days. He then had the ‘Nicest Job in Britain’ where he helped and supported over 50 charities in a year. To date, Luke’s blogs have been shared hundreds of thousands of times on social media and reached millions of people in over 195 countries worldwide. He has also attracted the attention of TV and international press, being featured on ITV in August 2015, a double page spread in the Washington Post Magazine and a recognition from Number 10 Downing Street for his incredible contributions to the charity sector.

D&G Group work with some of the UK’s leading brands including; ASOS, Holland & Barrett, Argos, Iceland, Sony and Rolls Royce as well as many direct charities, both big and small, helping them all raise millions of pounds at events across the UK each year. They also advise organisations on their fundraising and CSR to implement their own ‘giving back’ strategies and further their internal efforts with the right external message.

“Luke is heading up our marketing, social media and philanthropic strategy, giving his world-class experience and knowledge to elevate the D&G brand and the work we do with our clients.” – David Nash, Founder

D&G Group are also launching an app this Autumn, called ‘enjoy’, which will see their extensive list of exclusive auction items be available to the general public. Importantly however, with each purchase of an experience by a consumer a percentage of the profit will be donated back to charity.

“It’s incredibly exciting to join D&G Group at this time. I feel like it’s the next step in my ‘doing good’ experience. I’ve gone from humbly helping individuals, to supporting charities and now working alongside some of the UK’s most loved brands to help them cultivate a strategy of giving back on an incredible scale. I am incredibly excited for this next chapter and all it will hold.” – Luke Cameron, Nicest Man in Britain

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**Notes for the Editor**

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**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

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