

UK TECH DISCOUNTER JOINS NCDV'S BID TO HELP VICTIMS AND SURVIVORS MAKE FRESH START

NCDV have created a new and unique initiative with a national online electrical discount retailer to help survivors of domestic abuse make a fresh start with ultra-low deals on IT and core household appliances.

The online retailer, which specialises in deep discounts on household appliances, laptops and mobile phones, is now offering victims – who will be passed a special code by NCDV – the chance to buy products extra special reduced prices.

Mark Groves, chief executive of NCDV, said:

“Many of our clients face a sudden and catastrophic loss of home, possessions and livelihoods. Quite often abusers have also misused technology to monitor and control their erstwhile partners – so crucial items like mobile phones can be totally compromised.

“Starting over again, especially with children, is a real challenge for those at the lowest point in their lives. These days, being able to get a secure mobile phone and a laptop is an essential first step in rebuilding a survivor’s – and their family’s – life and identity.

“I’m so pleased we have created a partnership to help: we think this is a really important and exciting initiative and I hope we will be able to help thousands of people begin to get their lives back after a traumatic, thoroughly isolating and economically ruinous period in their lives.”