

## [Payday Express Makes British Heart Foundation Charity Of The Month](#)

*Payday loans company Payday Express has made British Heart Foundation its charity of the month for February a choice inspired by St Valentines Day.*

*Online PR News* "21-February-2012" Payday loans company Payday Express has made British Heart Foundation its charity of the month for February a choice inspired by St Valentines Day.

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In addition to the companys regular Friday dress down days when staff are asked to donate 1 each for coming to work in casual clothing Payday Express held an additional dress down day on St Valentines Day, specifically to raise money for the British Heart Foundation.

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All staff were asked to wear red clothing and donate the usual 1 each. Those who chose not to wear red were asked to donate 2. For St Valentines Day, the office was adorned with red balloons and decorations. This and the workforces red outfits made the office look very romantic. In addition to red clothing and decorations, team leaders across the business organised themed incentives. High achieving team members were given the chance to play a version of the TV game show Red or Black, with the winner of the red card receiving a prize. These rewards included a meal for two at London restaurant Marco Pierre White.

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Marketing assistant at Payday Express, Cigdem Hussey, said: Whether people had partners to celebrate Valentines Day with or not, they all had fun at work!

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Carl Mountain, contact centre manager at the cash advance loans company, said: Payday Express staff are always great at getting into the spirit of occasions and Valentines Day was no exception.

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The team leaders did well to link their incentives into the theme, and we were all pleased to extend the theme to our chosen charity of the month, the British Heart Foundation.

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## **Media Information**

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