

NONPROFITS

Burberry promotes youth literacy initiatives, continues work with Marcus Rashford

November 29, 2021



Fashion giant Burberry has again partnered with British footballer Marcus Rashford. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is partnering with English professional soccer player Marcus Rashford MBE as part of its latest efforts in helping provide literary resources for children.

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The latest partnership will focus on supporting organizations in the United Kingdom committed to helping disadvantaged children develop their literacy skills. Burberry will donate books and provide funding to transform school libraries in other regions as well, helping connect children with safe environments and breadths of resources.

"We've identified a real need here," Mr. Rashford MBE said in a statement.

"Far too many children do not currently have access to books, typically because of financial restraints, and there was a need to inspire them and allow them to see beyond the challenges they face daily," he said. "These children need the escapism of reading more than most, and access to books should not be restricted by the area you grow up in."

Providing children resources

Mr. Rashford MBE and Burberry are working to provide children with reading materials for both education and enjoyment purposes.

Burberry originally teamed up with Mr. Rashford MBE for a youth-driven initiative to nurture the next generation in November 2020. Together, they pledged to support youth organizations and connect the community to those who are working to create a better future ([see story](#)).

I am proud to announce our new **@Burberry** global initiative to help children in underserved communities unlock the power of their imagination through access to literacy.

@MacmillanKidsUK @Literacy_Trust #BurberryVoices #marcusrashfordbookclub
pic.twitter.com/pD6U2UNeB8

Marcus Rashford MBE (@MarcusRashford) November 25, 2021

In the U.K., Burberry is supporting the National Literacy Trust (NLT) to help libraries in primary schools provide young people with the literacy skills to fulfill their ambitions.

Burberry will provide funding that supports a transformation of library spaces in 10 schools most in need across Manchester, Yorkshire and London, positively impacting the lives of over 3,500 children. All of these schools will be participating in the Marcus Rashford Book Club, a program created by Mr. Rashford MBE and Macmillan Children's Books to encourage and nurture a love of reading in children.

Marcus Rashford has partnered with Burberry since 2020

Burberry also plans to support organizations in the United States, helping create 15 libraries across New York and libraries in Los Angeles and Detroit with each space receiving more than 100 books.

The label is also providing donations to Bring Me a Book Hong Kong initiative and the Japan School Library Association in Asia.

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