

14 June 2017

Dear Parent,

As you may or may not know, WHSmith is celebrating its 225th anniversary in 2017 and as part of this celebratory year we have a whole host of activity planned across our stores and head offices to raise £2m for three very important charities: Cancer Research UK, mental health charity, Mind, and the National Literacy Trust. We also have a number of new products being launched throughout the year to mark this special occasion and we want to ensure our loyal customers are able to benefit from these. I am therefore delighted to enclose a number of 20% off discount vouchers for the children in your school to use in their local, or any, WHSmith High Street store for the 'Back to School' period.

WHSmith prides itself in operating in the heart of many communities and we are committed to making a positive impact wherever we operate our stores. As the UK's leading bookseller and stationer, literacy remains our primary focus and we are delighted to continue to work with the National Literacy Trust to champion literacy and help children reach their potential.

I do hope you will encourage the children and staff at your school to use the enclosed vouchers. We understand that the start of a new school year can be an expensive time for many parents and students and this is our way of saying thank you for supporting us. The exclusive school discount voucher is valid until the 20 August 2017 and can be used for purchases of books, greeting cards and stationery items.

Our staff would be delighted to assist you when you visit us and we very much look forward to welcoming you to our store.

Yours sincerely,

Betty McKerrecher

WHSmith