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## Better Communities Team

Asda House  
Great Wilson Street  
Leeds  
LS11 5AD  
[www.ASDA.com](http://www.ASDA.com)

**Dear Collector,**

Thank you for supporting Tickled Pink. This letter confirms that Asda is pleased to welcome authorised Tickled Pink collectors into all our stores on the following dates:

**Saturday 4th and Sunday 5th October 2025**

To ensure your collection runs smoothly, please follow the guidance below:

### **Before the day:**

- Please bring your authorisation letter with you on the day, either printed or available on your mobile device.
- Contact the store's Asda Community and Customer Champion (ACCC) in advance, either by email or by calling the store and using extension 222. This allows you to introduce yourself and confirm final arrangements.
- Agree on a meeting point with the ACCC and ask who will be there to greet you on the day. If you are unable to reach the ACCC beforehand, simply go to the Customer Service desk on arrival and ask for the Community Champion.

### **On the day:**

- Your collection point may be changed at the discretion of the store manager, depending on footfall, weather conditions, or other in-store factors.
- If you require any assistance or equipment (for example, a chair), please arrange this with the Community Champion in advance.
- Upon arrival, go to the Customer Service desk and ask for the Community Champion.
- If the store uses an ANPR (Automatic Number Plate Recognition) system for parking, please speak to a colleague to ensure your vehicle is registered as a visitor. This can be done at the Customer Service desk using the in-store tablet.

If you have any concerns or are unable to contact your chosen store, please use the contact details provided in your Tickled Pink information leaflet and we will do our best to help.

Thank you again for your support.

**Kind regards,**

*The Asda Community Team*  
Asda House