**For immediate release:**

**Dame Barbara Windsor joins Pudsey to launch national treasure hunt for the last 500 million round pound coins**

One of the UK’s best-loved stars,**Dame Barbara Windsor**, is today (Monday 9th October) calling on the public to find the last remaining old £1 coins in circulation and donate them to **BBC Children in Need**. The legendary actress joined the charity’s mascot Pudsey in Trafalgar Square in a bid to encourage people to hunt down a treasure trove of old coins still lingering in piggy banks, pockets and wallets across the nation.

BBC Children in Need is aiming to collect as many round pound coins as possible ahead of its Appeal Day on 17th November. Last month the charity partnered with The Royal Mint and HM Treasury to launch *Pudsey’s* *Round Pound Countdown*, which urges the public to donate the old £1 coins to the charity to help disadvantaged children and young people across the UK.

There are now just six days left until the round pound coin is taken out of circulation and stops being accepted in shops, but around 500 million coins remain to be found. Even after 15th October, BBC Children in Need can still put those round pounds to good use, making sure that each one goes on to make a difference to the lives of the children and young people who need it most.

Speaking of the campaign, Dame Barbara Windsor said: “I am delighted to be supporting Pudsey’s *Round Pound Countdown* to support BBC Children in Need, a charity incredibly close to my heart, and hope that everyone gets behind this exciting campaign. Every round pound found is like a hidden treasure uncovered, especially for the many children and young people around the UK who will benefit from this money. But the clock is ticking, so search high and low, shake out your piggy bank, have a good rummage through your purse, and make every last round pound count!”

Simon Antrobus, Chief Executive of BBC Children in Need added: “Across the whole of the UK there are millions of round £1 coins waiting to be found. So whether you find them today or after the 15th October deadline, we remain committed to making sure that each and every one is spent on transforming the lives of disadvantaged children and young people. ”

BBC Children in Need’s vision is that every child in the UK has a childhood that is safe, happy and allows them the chance to reach their potential. The charity is currently supporting over 2,500 projects in communities across the UK that are helping children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

For more information about the return of the round pound or the new £1 coin, please visit [www.thenewpoundcoin.com](http://www.thenewpoundcoin.com) or email newonepoundcoin@royalmint.com

- ENDS -

**For further information and images please contact:** **henni.cardy@bbc.co.uk** **/ 07711 348725**

**Notes to editors:**

There are thousands of BBC Children in Need drop off points across the country where you can hand in your donations. For more information, visit [www.bbc.co.uk/Pudsey](http://www.bbc.co.uk/Pudsey)

**BBC Children in Need**

BBC Children in Need’s vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential.  The charity will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

BBC Children in Need is currently supporting over 2,500 projects in communities across the UK that are helping children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

Further information on BBC Children in Need can be found at bbc.co.uk/Pudsey