



MBNA Perks Up Blue Monday with free coffee

#PerkUpBlueMonday

@MBNA

@leavetheheard

MBNA has perked up Blue Monday for London commuters this morning, giving away free coffee to customers at a popular London café.

To mark Blue Monday, which is said to be the most miserable day of the whole year, MBNA renamed the day Perk Up Monday, and gave away free coffee to every customer at Black Sheep Coffee on Regents Place, between 7 and 9am.

For every cup of coffee given to a customer, a donation was also made to Mental Health UK, Lloyds Banking Group's charity of the year, as part of a number of fundraising initiatives happening throughout the day.

Paul Sinclair, Head of Brand and Social Media at MBNA said:

"With Christmas and New Year celebrations fast-becoming a distant memory, rather than leave Londoners to beat the blues by themselves, we teamed up with Black Sheep Coffee to turn frowns upside down."

Brian Dow, Managing Director of Mental Health UK said:

"We are incredibly grateful to MBNA and Black Sheep Coffee for raising awareness of the challenge's people living with mental illness can have any day of the year. Their support will help us improve the lives of people living with a mental illness."

ENDS

Images and video clip available on request.

You can also follow the action with @MBNA and @leavetheheard on twitter using

#PerkUpBlueMonday

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About MBNA Limited

[MBNA](#) Limited is part of Lloyds Banking Group plc. It is one of the UK's leading specialist credit card firms and was voted by customers as Credit Card Provider of the Year for the fourth year running in the Moneyfacts Consumer Awards. MBNA has a track record of investing in innovation to improve the credit card experience for its customers.

Headquartered in Chester for over 20 years, the company has a long history of investing in community projects in across North West of England and North Wales.

For more information, visit the company's website at <https://www.mbna.co.uk/news>.