



Dave Linton

Madlug, Founder

Imagine carrying your most treasured belongings in a bin bag - uncomfortable, isn't it? Sadly, that is the reality for thousands of young people in the UK's care system when moving from place to place.

While on a foster carers' refresher course, Dave Linton watched a video clip featuring quotes from a youngster in care, and it wouldn't be an understatement to say that one video changed his life - leading him to change thousands of others. "When we move, the local authorities don't give us suitcases," a young girl explained. "Our belongings are moved in bin bags, and we lose our dignity." For Dave, this was unacceptable and just plain wrong.

The 'black bin bag moment' prompted Dave to found Madlug, the locked-asset bag-for-bag business, with the sole purpose of giving a helping hand to young people in care. Madlug sells rucksacks, hold-alls and travel bags to the public, and for every bag sold, a pack away travel bag is gifted to a child in the care system.

We invite you to visit madlug.com where, through your purchase, you can ensure a youngster in need is given a much-needed gift - not just a bag, but a reminder that they deserve as much of an opportunity to succeed as any of us.

https://www.madlug.com/