



## The Big issue

The **Big Issue** is a street weekly magazine sold across the UK by homeless or marginalized people. It is very popular as more than a half million people read it per week. The most important thing about this is that the ones that choose to read it are conscientious citizens that help other people help themselves. That is because they agree that companies must operate ethically.

In addition, the majority of the readers also believe that it is worth paying extra for a good cause. By purchasing such a magazine, many people coming from a wide range of backgrounds are helped.

By Antonis Bakoulas