



Media Release

3 August 2010

Fresh Future Children's Hospital Appeal to be Launched This Week

Southern DHB Children's Services are welcoming the return of the Fresh Future Children's Hospital Appeal in 2010, with official launch ceremonies to be held this week at Dunedin and Southland Hospitals.

Southland and Otago people are encouraged to support the annual nationwide fundraising campaign which last year raised \$55,000 and \$80,000 for Southland Hospital and Dunedin Hospital children's services respectively. That was a share of around \$1 million raised nationwide in just eight weeks by staff from Countdown, Woolworths, Foodtown, FreshChoice, SuperValue, support offices and Dick Smith stores for ten dedicated children's hospitals and wards across the country.

The funds enabled Southland and Dunedin Hospitals to purchase various items from their wish lists including the purchase of new respiratory equipment for young babies and monitoring equipment.

This year's appeal runs for 12 weeks, from 2 August until 31 October 2010.

Southern DHB's Otago Children's Health Service Manager Linda Moir said the Dunedin team were delighted they have again been chosen as a recipient of the fundraising venture.

"This appeal has allowed us to obtain up to date equipment which we would not otherwise have been able to purchase," says Mrs Moir.

"It also enables us make the hospital stay of our vulnerable population, and their families, much more comfortable," adds Southland Hospital Children's Ward Clinical Nurse Manager Marie Irvine.

Fresh Future champions will be advising local media of upcoming fundraising activities. DHB staff in Southland and Otago will also be selling raffles locally.

Editor's Note: To make a donation during the appeal, customers can place money in collection boxes or buy raffle tickets in stores. Online shoppers can add a \$1 donation onto their shopping bill when they shop at www.foodtown.co.nz or www.woolworths.co.nz.

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For more information about the **Fresh Future Children's Hospital Appeal**, contact Ruth Krippner, Chair, on 09 255 2334 or 027 4953 174.

For information about Southern DHB activities, contact Jo Harvey, Southern DHB Communications Officer on 027 674 1758.

Media Photo Opportunities: Media are welcome to attend the following events

Dunedin Hospital Fresh Future Launch

When: 11am, Thursday, 5 August, 2010

Where: Octaganol Room, 1st Floor, Dunedin Hospital

Guests: Southern DHB Chair Errol Millar, DHB Management, Children's Health and Public Health staff, Paul Bradsworth, Progressive Enterprises Southern Regional Manager, Pam Cookson, Assistant Manager, Dunedin Central Countdown

Format: Speeches commence at 11am, followed by Morning Tea and a tour of **Children's Health Services**

Southland Hospital Fresh Future Launch

When: 11am, Friday, 6 August, 2010

Where: Southland Hospital Foyer

Guests: Southern DHB Management, Children's Ward staff and patients, Kew Kindergarten staff and children, Gerry Forde, members of the community

Format: 11am, speeches, followed by the cutting of the fresh future cake and **entertainment by Kew Kindergarten. Morning tea and a tour of children's services** to follow.