

Countdown Kids Hospital Appeal raises \$830,000 for sick kids

7 December 2011: The Countdown Kids Hospital Appeal has raised \$830,000 for sick kids at children's hospitals and wards around the country.

Hundreds of fundraising events, organised by thousands of the Countdown team and suppliers and local district health boards, have been held throughout New Zealand over a three-month period.

"The events have raised money that will be used to purchase much-needed medical equipment for 10 dedicated children's hospitals and wards," said Dave Chambers, Managing Director of Countdown.

Some of the items on the hospitals' wish lists this year include a neonatal brain monitor, special light-emitting blankets for babies with jaundice, and a hand-held blood analyser which helps doctors to make immediate treatment decisions. There are also smaller, but no less vital items, such as breast pumps, stirrups for little legs, and magnifying glasses.

The hospitals will be presented with the cheques at ceremonies over the next couple of weeks. "The generosity of New Zealanders – including our customers, suppliers and team – has been overwhelming," said Mr Chambers.

The Countdown Kids Hospital Appeal, formerly the Fresh Future Children's Hospital Appeal, has donated almost \$4 million dollars in the last four years. Funds raised allow children in the care of hospitals to have access to state-of-the-art equipment that can make all the difference to their recovery.

Countdown Kids Hospital Appeal Chairperson Ruth Krippner said the appeal relies on grassroots fundraising activities organised by the local stores, district health boards and suppliers.

“Our fundraising activities this year included soccer and golf tournaments, a motorcycle rally, cake stalls and sausage sizzles, as well as a nationwide raffle, checkout collection boxes and donations from selected product sales,” Ms Krippner said.

Ms Krippner said she was looking forward to presenting cheques to the 10 children’s hospitals and wards that benefit from the appeal.

“We’re a proud supporter of the incredible work these children’s hospitals and wards and their staff perform on a daily basis,” said Ms Krippner.

“They are ensuring that our next generation of New Zealanders is getting the best care and attention possible, and we look forward to continuing to support these hospitals in years to come.”

– ENDS –

BACKGROUND:

- The Countdown Kids Hospital Appeal started on 1 August 2011 and finished on 31 October 2011.
- It was previously known as the Fresh Future Children’s Hospital Appeal, which has so far raised more than \$4.5 million since 2007.
- All funds raised go towards 10 dedicated children’s hospitals and wards around New Zealand.

CONTACT:

Local cheque presentations are being held across New Zealand to announce the individual donations to each hospital. For more information, interview and photo opportunities, please contact **Tiana Lyes on 027 249 8805** or **Luke Schepen on 027 749 5935**.

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