

Media Release

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10th August 2009

Supermarket support for child patients here again

The 2009 Fresh Future Appeal kicked off in the Bay of Plenty this week, with the aim of raising money for the children's wards and special care baby units at Tauranga and Whakatane hospitals.

As a result of last year's appeal, Bay of Plenty District Health Board (BOPDHB) received \$65,000 thanks to the fundraising efforts of some of the country's largest supermarkets.

"At this time of year we have lots of children admitted to hospital with serious chest infections who may need extra oxygen to help them breath. With last year's money we bought oxygen monitors which allow us to carefully regulate the amount of oxygen needed, and greatly enhance the care we are able to provide," says BOPDHB medical leader and paediatrician Hugh Lees. "I really admire the Fresh Future Appeal and the commitment of local supermarket staff. It feels good knowing we have the local community supporting us."

The special care baby units used some of the money to buy vital signs monitoring equipment which supports the staff in providing care for our sick and premature babies.

This year staff from Countdown, Foodtown, Woolworths, SuperValue, Fresh Choice and Dick Smith will team up with DHB staff for this important appeal, which will run until 27 September.

BOPDHB Chair Mary Hackett says that it's not always possible to afford everything our clinicians need.

“To have a group like you (Progressive Enterprises) to help us is very much appreciated, particularly by our frontline staff,” she says.

The annual Progressive Enterprises Fresh Future Appeal aims to raise funds for paediatric wards nationwide. Run by the Fresh Future Charitable Trust, the appeal was formed by the staff of Countdown, Woolworths, Foodtown, SuperValue and Fresh Choice supermarkets and Dick Smith Electronic stores. More than \$2 million has been raised in the last two years for 10 children’s hospitals and dedicated paediatric wards throughout New Zealand. Hospitals that have benefited from the Fresh Future Appeal include those in: Auckland (Kidz First), Waikato, Wellington, Christchurch, Dunedin, Whangarei, Bay of Plenty, Hawke’s Bay, Invercargill and Greymouth.

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Fresh-faced children from Merivale School launch the 2009 Fresh Future Appeal in the Bay of Plenty.

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