

# Media Release

FOR IMMEDIATE USE

---



7<sup>th</sup> August 2008

## **Fresh and healthy future for Tauranga kids**

Tauranga Hospital is set to benefit from Progressive Enterprises' annual "Fresh Future" appeal to raise money for children's health.

Woman, child and family business leader Cathy Taylor says such is the need for equipment that making the wish list took about five minutes.

"We've recently opened a new children's ward, maternity unit and special care unit, and they all need new and better equipment," she says.

The BOPDHB applied for paediatric and neonatal equipment to be purchased using funds raised by Progressive Enterprises, which owns the Woolworths, Countdown and Foodtown supermarket brands, and the local fundraising campaign was launched at Tauranga Hospital on August 6.

Last year's appeal raised \$1 million, which went towards paediatric care in dedicated children's wards in Dunedin, Christchurch, Waikato and Wellington Hospitals, as well as Kidz First Children's Hospital in Auckland.

This year's appeal has been expanded to include hospitals in Whangarei, Hawke's Bay, Invercargill and Greymouth, as well as Tauranga. A range of fundraising events will be held over the next two months, including bike rides, head shavings, trolley races and raffles.

Paediatrician Jeremy Armishaw says there are 46,000 1-15 year olds in the DHB area, 3000 babies born each year, 4500 hospital admissions and 7000 outpatient visits.

“And that doesn’t include hone visits, ED admissions and primary health care consultations.”

Jeremy says that the wish list includes equipment like breast pumps, portable heated cots and a portable pulse and heart rate monitor.

Children from Merivale School’s kapa haka group performed at the launch.

“Seeing healthy young kids enjoying their culture and sport are the rewards and that’s what it’s all about,” says Jeremy.

Anyone wanting to make an automatic \$3 donation can text KIDS to 883 or place money in the collection boxes at supermarket checkouts. Online shoppers can add a \$1 donation to their shopping bill when they shop at [www.foodtown.co.nz](http://www.foodtown.co.nz) or [www.woolworths.co.nz](http://www.woolworths.co.nz).



*Merivale School’s kapa haka group performs at the launch of the “Fresh Future” appeal in Tauranga.*