

# Media Release

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**4 November 2009**

## **\$140,000 raised for children in hospital**

Bay of Plenty District Health Board (BOPDHB) received a cheque for \$140,000 yesterday thanks to the fundraising efforts of some of the country's largest supermarkets.

The annual Progressive Enterprises Fresh Future Appeal raises funds – this year \$900,000 in total – for paediatric services nationwide. Run by the Fresh Future Charitable Trust, the appeal was formed in 2007 by the staff of Countdown, Woolworths, Foodtown, SuperValue and Fresh Choice supermarkets and Dick Smith Electronic stores.

Progressive staff from across the Bay of Plenty participated in a range of activities to raise money for the appeal, including hair shaving events, soccer games, golf days and quiz nights. Staff also contributed hand-knitted garments for babies in hospital.

BOPDHB paediatrician Roelof Lourens praised the supermarket staff and their customers. "We are very grateful for this wonderful contribution. The money will go towards the purchase of equipment that really does make a difference to children's lives," he says.

Progressive regional manager Robin Pinner says his company decided three years ago it wanted to raise money for sick children in New Zealand. This year 19,000 staff around the country – including staff from 16 supermarkets in the Bay of Plenty – raised the money during an eight week period in August and September.

“It has been a tough year for everyone financially but we have had a lot of fun with our efforts this year. Because the fundraising is for kids, everyone can relate to what we are doing and they enjoy it,” says Robin.

He says staff organise the activities themselves outside their work hours.

Dr Lourens says the generous funding will allow the DHB to purchase a range of small and large equipment including: breast pumps for mothers to use in the neonatal units; a new Propaq monitor which constantly monitors a child’s blood pressure, pulse, oxygen levels and other vital signs; and a new Bilibed phototherapy system which treats babies with jaundice.

Last year the BOPDHB received \$65,000 from the appeal which was used to purchase a Propaq monitor and several other types of heart rate and oxygen monitoring equipment.

The Fresh Future Appeal was held for the first time in 2007 and since then has raised more than \$3 million for 10 dedicated children's wards at Christchurch, Dunedin, Waikato and Wellington Hospitals, Kidz First Children's Hospital in Auckland and others.



***Children from St Mary’s Primary School kapa haka group opened the celebrations.***

