

Media Release

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Fresher Futures in the Bay of Plenty

Today marks the launch of the fourth year of the Fresh Future appeal, a nationwide fundraising campaign established by Progressive Enterprises, which has contributed more than \$3million to children hospitals and dedicated Paediatric Wards since the programme began in 2006.

“The great thing about the appeal is all the staff involvement” says Peter Smith, Managing Director of Progressive Enterprises. “We have over 18,000 employees from Countdown, Foodtown, Woolworths, SuperValue, Fresh Choice and Dick Smith, as well as staff from the District Health Boards and hospitals getting involved to make a difference. It really is grass roots fundraising at its best.”

The Bay of Plenty District Health Board has received over \$200,000 in equipment for the children’s wards at both Tauranga and Whakatane hospitals.

“Last year we were able to purchase more sophisticated machines for monitoring vital signs, pulse and oxygen levels. These machines are more suitable to different settings such as the special care baby unit, which provides care for our sick and premature babies, as opposed to the general Paediatric ward.” says Bay of Plenty District Health Board medical leader and paediatrician Hugh Lees. “It is a great programme providing a valuable service and equipment that makes a real difference to little lives.”

Bay of Plenty District Health Board Chief Executive, Phil Cammish, agreed the programme had made a real difference to the hospitals and the community “it is so fantastic having the community being involved, having them know that what they are contributing is actually coming back into their region and making a real difference to the communities they live in and the children in those communities.”

The Fresh Futures campaign runs from Monday 2nd August 2010 through to Sunday the 31st October 2010. To make a donation during the appeal, customers can add a \$1 onto their shopping bill when they shop at Fresh Future stores, or purchase a \$5 Fresh Future raffle ticket.

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