

MEDIA RELEASE

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Kids to help launch 2019 Countdown's Kids hospital appeal

The 2019 Countdown Kids hospital appeal will be launched at Nelson Hospital next week.

Each year the Countdown Kids hospital appeal aims to raise over a million dollars for children's hospitals and wards throughout New Zealand.

All the funds raised are donated to the hospitals for their wish lists of 'nice-to-have' rather than essential items for consideration by the Trust. Last year Nelson Marlborough Health received a cheque for \$30,000 from the Countdown Kids Trust to purchase equipment for paediatric services in Nelson and Wairau. This year requests have been made for a teaching mannequin, and the creation of a fun environment for children attending the Emergency Department which includes children's toys for comfort and distraction activities.

Lexie O'Shea, General Manager Clinical Services encourages everyone to get behind the fundraising efforts of the Countdown team and their generous customers.

"Many people have experienced a neonatal or paediatric admission or know someone who has, so they appreciate the extra play items and equipment that has been made possible through the generosity of the Countdown Kids hospital appeal."

Countdown's General Manager Corporate Affairs, Safety and Sustainability, Kiri Hannifin, says Countdown is humbled by the generosity of its customers and the fundraising efforts of supermarket teams throughout New Zealand.

"Together our team and customers help make such a significant difference to thousands of sick Kiwi kids and their whanau. Whether it's a vision screening device for Christchurch Hospital, a giraffe warmer for Waikato's neo-natal unit, or simply play equipment for Whangarei Hospital's whanau house, this year's appeal aims to help make a child's stay easier. Even the smallest comforts can make a real difference and we are really proud to help do that for our communities," says Kiri Hannifin.

The Countdown Kids hospital appeal has raised more than \$12.8 million since it first began in 2007, with the funds raised going to hospitals nationwide.

The Countdown Kids hospital appeal runs until 28 October.

Children from Healthkids Kindergarten in Tipahi Street will help launch the Nelson Countdown Kids hospital appeal at Nelson Hospital on Thursday 8 August at 10am on Level 2 Nelson Hospital (outside the cafe).

Ends

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