

PRESS RELEASE

FANCY A GREAT BIG STICKY DOODAH?

30 June 2008

“CALORIE COUNTING TO BE CUT!” That is the latest exciting news from local charity Cornwall Hospice Care. Cake cravers everywhere are being encouraged to ditch the diet, chuck out the scales and resist calorie counting for at least one day, in exchange for a day of naughty but nice sweet indulgence.

The charity is hoping supporters, old and new, will jump aboard its latest fundraising campaign by throwing a ‘Great Big Sticky Doodah Day’ party to help raise funds.

Annie Binding, Appeals Manager said: “Our ‘Great Big Sticky Doodah Day’ is a simple and fun way to raise money for this fantastic and very worthwhile cause, either at work, school or home and is a great excuse to meet up with friends - past and present. We are positively encouraging people from all over Cornwall in workplaces, schools, at home and across local communities to indulge for a day or make a donation for their tea break’.

“So, if it’s a lush Cornish Cream Tea or a delightfully delicious cream-filled chocolate cake, this campaign will not only please those possessors of a sweet tooth, but also help Cornwall Hospice Care,” she added.

Annually, more than 500 patients, with life-limiting illnesses, are cared for at the in-patient units at its two hospices – Mount Edgumbe in St. Austell and St. Julia’s in Hayle – and there are more than 2000 admissions for day treatments and therapies.

“Each year we help thousands of people and their families with specialist care and support. Our service is totally free of charge to patients, but almost 85 pence in every pound has to be met through the support of the general public. Times are tough and with so many charities chasing the same charity pound we need to give people fun ways to help us to raise our £5.3 million annual costs,” explained Annie.

Rodda’s Creamery will be supporting the campaign, to be run throughout July and August, by supplying luscious clotted cream to holders of a Great Big Sticky Doodah Day event. To make the parties a sweet success the charity will provide a fundraising information pack, coasters, napkins, posters, balloons, invites and recipes.

“So - sign up, select a date, choose a venue, decide on some recipes and get baking, “ added Annie.

Ends

Note: A Photo call will be held at Treviskas Farm, Conner Downs, on Monday June 30 2008 at 11.30am, where staff will be tucking in to huge cream cake to help promote the campaign. For further Information Contact Annie Binding, Appeals Manager on 01726 66869