

## **Press Release**

**King's Lynn, 19th May 2010**

### **Morrisons stores go yellow for hospice care Supermarket aims to raise £1m**

This week Morrisons store(s) in King's Lynn and Downham Market will be pulling out all the stops to raise a smile and vital funding for The Norfolk Hospice Tapping House as part of UK-wide campaign by the supermarket to raise £1 million for hospice care.

Through its new partnership with Help the Hospices, the leading charity supporting hospice care throughout the UK, every Morrisons store has teamed up with their nearest hospice to raise money that will directly fund hospice services in the local community.

To get the 10 month partnership off to a bright start, Downham Market Store will be 'Going Yellow to Raise a Smile for Help the Hospices' through a range of fun and exciting yellow-themed fundraising activities for colleagues and customers and the King's Lynn Store are concentrating on helping the Hospice with bucket collections and promoting the Norfolk Hospice Lottery.

Dianne Rowe, Director of Fundraising at The Norfolk Hospice said, "This week's yellow activities are focused on raising money for hospice care. Vital to hospice services are nurses who care for and support our adults with life-limiting and terminal illnesses, their families and their carers. We receive less than 12% in government funding so the balance required to run the Hospice has to be sought independently. The money raised by Morrisons will go towards the services, which we provide and we are very grateful to them for supporting the hospice movement in this way."

Mike Palfreman, Director of Fundraising at Help the Hospices, says: "We are delighted to be Morrisons Charity of the Year. We look forward to working with Morrisons to make the £1 million target a reality so that everyone facing the end of life can receive the best possible care."

"We will officially launch the partnership across the nation at our stores from 19 – 23 May, including King's Lynn and Downham Market with donation bucket collections and other activities, which we hope will get the fundraising off to an excellent start to hit our £1million target."

To get involved, head down to your nearest Morrisons store. For more information about the partnership visit [www.helpthehospices.org.uk](http://www.helpthehospices.org.uk)

Contact The Norfolk Hospice on **01485 542891** or visit **[www.norfolkhospice.org.uk](http://www.norfolkhospice.org.uk)**

**Notes to editors:**

Since 1984, The Norfolk Hospice, Tapping House, has been providing palliative care to people with cancer, neurological and other life-limiting conditions, to enable them to live life to the full for whatever time is left.

Our services include: holistic day care, home hospice support, bereavement support for families, regular carer support groups, transport, equipment loan and an information service.

The area we serve is large and covers West and North Norfolk, neighbouring parts of the Fens in North East Cambridgeshire and the borders of South Lincolnshire.

We care for over 200 people a month at the hospice and at home. Our care is provided without charge, and it costs £1 million a year to run our Hospice. We depend on the generosity of the community to survive: 85% our costs are paid for by the individuals, organisations and groups who give generously to support our vital care. We are a Registered Charity, with reg. no. 1062800.

In life nothing is certain but, with your help, we can ensure that we continue to provide the finest hospice care possible, now and in the future.

For media details, further information and photo opportunities please contact:

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