

## Press Release

October 5th 2009

### Harborne Traders are doing it for the Women's

**Traders in Harborne will be dressing up, packing shoppers' bags, being soaked with wet sponges and selling cupcakes this week, all in aid of Birmingham Women's Hospital's Tiny Babies Big Appeal.**

Funds raised during this year's Harborne Charity Week are all being donated to the Edgbaston hospital's £2million appeal. In addition to the events throughout the week, many of the local shops and businesses have donated prizes for a giant raffle. Prizes donated so far include a Christmas Hamper, meals out, fresh flowers for a year, beauty vouchers and a rib of beef.

Simon Whitmore, chairman of the Harborne Traders' Association and general manager of Waitrose in Harborne said: *"Harborne Charity Week is a great opportunity for the High Street to come together and raise some money for an excellent cause. It doesn't matter how small or large if every trader participates, we end up with a worthwhile amount."*

*"In Waitrose, the Partners Dining Room are providing a special three course lunch and charging the Partners £3 for the pleasure. All proceeds will go to Tiny Babies. This is all very nice but doesn't help those of us desperately trying to shed pounds before running the Half Marathon on Oct 11<sup>th</sup>! again in aid of the appeal."*

Mankit Yau, head of fundraising at Birmingham Women's Hospital said: *"We are extremely grateful for all the support Harborne shops and businesses are giving the appeal. The weeks events will be a great support to the appeal and all funds raised will all go towards helping the lives of the hundreds of tiny and sick babies cared for at the women's hospital every year."*

The Tiny Babies Big Appeal was launched in June and aims to raise £2million to help build a new neonatal unit at Birmingham Women's Hospital. The unit will have the capacity for 50 neonatal cots including 32 intensive care cots for the smallest and sickest babies from across the West Midlands.

Harborne Charity Week runs from October 5<sup>th</sup>-12<sup>th</sup>.

Ends

**Note to Editors:**

Simon Whitmore is available for interview and photos of many of the events can be arranged.

For further information please contact Maria Mcleod on 07870 587759 or Eileen Rock in the fundraising office on 0121 623 6874 or e-mail [Eileen.rock@bwhct.nhs.uk](mailto:Eileen.rock@bwhct.nhs.uk)