

GO YELLOW

FOR ROWCROFT HOSPICE

Press Release – 17th March 2010

Riviera International Conference Centre Set to Go Yellow for Rowcroft

Riviera International Conference Centre is supporting Rowcroft's Go Yellow campaign on Friday 2nd April by baking and selling yellow cakes, holding a yellow themed quiz and encouraging all staff to dress in yellow.

Go Yellow is a nationwide initiative, aimed at increasing awareness of the hospice movement and raising vital funds for local hospices. The campaign runs from 27th March – 2nd April.

Katherine Wood, Marketing Executive at Riviera International Conference Centre explains why they have chosen to support this campaign and urges other local businesses to get involved:

“Rowcroft is very worthy local charity that has made a big difference to so many lives and so we are more than happy to do anything that we can to raise some vital funds for them.”

Rowcroft Go Yellow Campaign Coordinator, Rachel Bell comments:

“We are very grateful to all the local businesses who have already signed up to take part. It's a great way to have fun with your colleagues at the same time as raising vital funds for the hospice. The Riviera International Conference Centre was one of the first companies to pledge to Go Yellow and we are sincerely grateful for their support.”

“Last year's campaign was a huge success, raising in excess of £7000 for the hospice and we hope raise even more this year. Please do let us know if you are organising your own Go Yellow event. We've got a fundraising pack full of ideas to help get you started.”

Rowcroft Hospice is encouraging schools, groups and businesses to get involved in its 'Go Yellow' campaign – either by making a donation or organising a yellow event – to help fund care for patients living with terminal illnesses. If you would like more information about how you can get involved, please call Rachel Bell, Go Yellow Campaign Co-ordinator on 01803 217647 or email Rachel.bell@rowcroft-hospice.org.uk.



Image from L-R: Laura Colman, Katherine Wood, Rachel Bell (Rowcroft Hospice), Jenny Thompson and Barry Cole.

Rowcroft Hospice

Rowcroft Hospice is a charity, providing specialist care to people with life limiting illnesses living in Torbay and South Devon. The hospice was founded in 1982 and since then, with the support of local people, it has expanded to provide an even greater range of services. Care is provided, to over 1000 people every year, through our ward, hospice at home, community team, lymphoedema clinic and day services. This care includes physical, emotional and spiritual support to patients and their families. It costs £5.6 million to run Rowcroft for a year - over £12,000 per day. The NHS funds 23% of our costs, but the rest – over £4.3 million - is raised from voluntary contributions.

For more information, please contact Rachel Bell on 01803 217647.