

NEWS RELEASE

**Sue Ryder Care issues £50 Challenge to local Big Wigs!**

Sue Ryder Care is launching a corporate fundraising challenge involving giving businesses a £50 note and asking them to think of original ways to raise funds for Leckhampton Court Hospice.

Sponsored by the Chelsea Building Society and supported by local business guru Geoff Burch, the 'Big Wigs Challenge' will run from March 5 until the end of June and is open to any Gloucestershire business.

Pam Sewell, a fundraiser at Leckhampton Court Hospice, said: "Our challenge to local businesses is to take the money and, over the four-month period, prove just how good an entrepreneur they are. We are not telling anyone what to do with the money, we just want teams or individuals within local organizations to think of an ingenious way to make the money grow and give it back to the charity with substantial interest.

"At the end of the challenge period we will name the Sue Ryder Care Gloucestershire Charity Entrepreneur of the Year as well as making other awards for imaginative ideas and promoting the work of the charity.

By taking part people will help us raise the over £1m we need to raise locally each year in order to continue our work here at Leckhampton Court Hospice for people across Gloucestershire with life limiting illnesses and their families.

Potential Big Wigs will be invited to a special launch evening at the beginning of March where participants will be presented with their £50 notes – kindly sponsored by the Chelsea Building Society – and given words of encouragement from local business guru Geoff Burch, presenter of the recent BBC2 hit series "All over the Shop".

To enter call Pam Sewell on 01242 246281 or email [pam.sewell@sue Rydercare.org](mailto:pam.sewell@sue Rydercare.org)

## Ends

### Notes to Editor:

- Sue Ryder Care provides expert and compassionate care and support for people living with serious illnesses and conditions, as well as their families and loved ones. We enable people to get the best from their lives, by helping put back what these conditions take away:
  - Cancer
  - Multiple Sclerosis
  - Stroke
  - Parkinson's Disease
  - Motor Neurone Disease
  - Huntington's Disease
  - Brain Injury
  - Dementia
- Sue Ryder Care is the only charity that specialises in directly caring for people throughout their lives living with long term neurological conditions and for people who are dying. Our care is unique - We care for all of a person's needs whether they are medical, social, psychological or spiritual.
- Sue Ryder Care cares for people 24 hours a day, seven days a week, 365 days a year.
- People come to us when they require expert care and support. We can offer care from when they are diagnosed through to specialist end of life care. Our highly trained doctors, nurses, carers, social workers, therapists and volunteers are dedicated to helping people live their lives to the full.
- We're here to make sure that people who are not going to get better can still enjoy the best quality of life for as long as they live. We believe that everyone who needs our expert care should be able to receive it and live their lives with dignity, independence and free from pain.