

Press Release Embargoed until 00.01am, Monday November 15th 2010

St Luke's Hospice launches Emotive Fundraising Campaign in time for Christmas.

'Making Memories' tells a story from the viewpoint of young 'Jake' whose father is in the Hospice at Christmas time. It is based upon the actual experiences of real patients and their families.

Public Relations Manager, Shirley Smale said: "We are hoping that 'Making Memories' will galvanise public support behind our Hospice because we are having to work extra hard right now to raise the funds we so desperately need. We are aware that telling a story in this way, from a child's point of view, is emotive but it is very true to life and it reflects the experiences of many families.

'Making Memories' will feature in newspaper and radio advertising, posters on buses and in St Luke's shops. There will be a mail drop, an internet and email campaign and people will also be able to donate via text.

Devon based singer/song writer Ellie Williams is backing the 'Making Memories' Christmas campaign by allowing free use of her hauntingly beautiful first single, 'Fin's Song' (from her 2009 album, 'Unseen'.) She is to visit the Hospice at Turnchapel on Monday November 15th at 12 noon for the official launch of the campaign.

Ellie's music has been described as having the effect of 'not so much tugging at the heartstrings but reaching inside and shaking them.' She sings about issues that affect everyone from love and relationships to faith and loss and has been described as 'a lady with a big future and a big heart' by the BBC's Judi Spiers.

St Luke's PR Manager, Shirley Smale said: "We are very grateful to Ellie for her generosity and we hope people will respond to 'Jake's' story and make a donation."

ENDS

Note to Editor: Information available out of office hours from Shirley Smale: 0770 884 9903

Photo/Film/Interview opps: 12pm - 2pm, Mon Nov 15th at St Luke's Hospice, Turnchapel, Plymouth, PL9 9XA: Singer Ellie Williams launches 'Making Memories' campaign.