

Monday, October 24th 2011

PRESS RELEASE

Pink Power helps local Breast Care Unit

BREAST Care patients of the Fylde Coast are set to benefit from a kind donation from the local branch of a global company.

Staff from Hewlett Packard Enterprise Services visited the Breast Care Unit at Blackpool Victoria Hospital to donate nearly £1,000 to the Trust's charity, Blue Skies Hospitals Fund, for the benefit of breast care patients from the area.

The company is running a global campaign called 'The Power of Pink' which offers free breast checks for all female employees and gives educational talks about being breast aware. As part of the campaign the local branch of Hewlett Packard, which is based in Heyhouses in Lytham St Annes, set up a stand to raise awareness of the campaign and gave out freebies. Although donations were not requested, staff wanted to give something back and £951.19 was raised.

Dianne Booth, who has been treated at the Unit for Breast Cancer and is a PCS Union Learning Representative for the HP site, said: "HP is offering free breast checks and mammograms to all female workers and the female partners of all male workers. We set up the 'breast desk' in the canteen and people donated money there. We weren't asking for money but people felt they wanted to make a contribution.

"People wanted to give something for getting the freebies which were pens and things like that. I was so chuffed when I saw the amount we had raised; I couldn't believe it.

"I'm proud of the employees and I'm really glad we are giving the money to the Breast Care Team at Blackpool because this is where I come for my check ups."

Sharon Wood, who is a Capacity Analyst and First Aider, said: "We held the 'breast desk' and awareness sessions over six days and in that time we raised the money. There are around 800 staff members working at the site and we were supported by Site Manager Gerry Maxfield to hold the sessions.

"Everyone from the company donated money for the unit; they just all thought it would be a nice thing to do.

She added: “Next week we are having the breast checks and then the following week the mammogram machine is going to come to our site. We’re really pleased to come in today and give the money to a local centre. The staff specifically wanted the money to go to a local unit because this is a centre which could treat all of us locally.

“Nigel Bradder from our team was a great support to us during the ‘breast desk’ and awareness sessions. He dressed in head to toe pink for our ‘Pink Wednesdays’ and went round with a bucket raising money. In the future the company is looking at doing a similar campaign looking at prostate cancer.”

Breast Care Nurse, Sarah Guilfoyle said: “We are thrilled by the amount which the employees at Hewlett Packard have raised; it’s absolutely marvellous. Thank you so much for this donation from the team; it will be well used within the Unit.”



PIC: Sharon Wood (far left) and Dianne Booth (middle) with the breast care nurses and Fundraising Manager Kathy Ancell (far right).



PIC: L-R Sharon Wood, Sarah Guilfoyle, Lorraine Jones, Dianne Booth, Lynette Bracegirdle and Kathy Ancell.



PIC: Nigel Bradder on a 'Pink Wednesday'.

For further information about this Press Release, please call Heather Eckton, Communications Officer, on 01253 655614 or email heather.eckton@bfwh.nhs.uk