

Morrisons launches campaign to raise £1m for UK Hospices

This week, Morrisons, the UK's fourth largest supermarket, have launched a nationwide campaign to raise £1 million for hospice care.

Through its new partnership with Help the Hospices, every Morrisons store has teamed up with their nearest hospice to raise money for the vital care services they provide.



During the 10 month campaign, Keech Hospice Care will benefit from fundraising at the Morrison's store in Shefford and jointly benefit (alongside Florence Nightingale Hospice) from activity at the supermarket in Leighton Buzzard.

To get the 10 month partnership started, both stores will be pulling out all the stops to raise a smile and funding through a range of yellow themed fundraising activities for colleagues and customers. The first in-store bucket collections begin at 10am on Wednesday 19th May.

Keech Fundraiser, Paul Sutherland said: "We are thrilled that two Morrison's stores will be helping to fundraise for Keech. On average it costs us between £21 - £24 per hour to provide vital nursing care for adults and children with life-limiting illnesses. The money raised by Morrisons will make a big difference to all the local families who need our care."

Angus Maciver, Group Marketing and Communications Director at Morrisons, added: "Each year we ask our colleagues to nominate a charity that we will help 'Raise a smile', and for 2010, we are really pleased that Help the Hospices was the resounding choice. Local hospices do great work at the heart of the communities that many of our stores operate in and we look forward to raising some vital funds to support such a great cause."

To get involved, head down to the Morrisons stores in Shefford or Leighton Buzzard. For more information about the partnership visit Help the Hospice's website opposite.

Related Links

- [Help the Hospices](#)