

2008 CURE KIDS ADD A DOLLAR CAMPAIGN SETS NEW FUNDRAISING RECORD

The 2008 Cure Kids Add a Dollar campaign has exceeded all expectations raising over \$415,000 for vital research into children's life threatening illnesses.

The annual nationwide month long campaign, which invites customers to add a dollar to their purchases for Cure Kids, launched three years ago, was this year supported by the Briscoe Group, Crane Distribution, Harvey Norman, Life Pharmacy, Paper Plus Group and Pumpkin Patch.

Participating stores included Briscoes Homeware, Harvey Norman, Life Pharmacy, Living and Giving, Mastertrade, Mico Bathrooms, Office Spot, Paper Plus, Pumpkin Patch, Rebel Sport, Take Note and Urban Loft.

"We have had a diverse number of stores throughout the country involved this year and everyone has gone the extra mile for Cure Kids," says Cure Kids Business Development Director Mandy Groube. "The amount raised is quite overwhelming and we cannot express our gratitude enough to the companies involved, their staff and of course the public who have also backed Add a Dollar so significantly."

"There have been some quite incredible stories from around the different regions, of the efforts which staff have made to highlight the campaign and raise extra funds in conjunction with Add a Dollar, at the same time raising the profile of Cure Kids."

Deputy Managing Director of Briscoe Group Ltd Alaister Wall is delighted with the result of 2008 Add a Dollar. "It is the best ever fundraising result. Our entire team worked with enthusiasm to raise these important "dollars" and we all feel very proud to support Cure Kids through the campaign, so that researchers can concentrate on finding solutions for sick kids, knowing that the funding will be in place."

Similarly Phil Ryan General Manager New Zealand Retail, Pumpkin Patch, says the 52 stores in their network were totally behind the fundraising initiative. "We had some very innovative things happening in our stores to coincide with Add a Dollar and we were so pleased with the result. Cure Kids is an exceptional cause and because our business is all about kids we are very happy to help those who need our help."

Cure Kids ambassadors played a pivotal role in the campaign this year appearing at a number of fundraising activities in stores around the country profiling the important work of Cure Kids.

Seven-year-old William Currie, who has had a rare vascular birthmark, was a familiar figure at Briscoes in Dunedin working as the "tomato sauce" boy at their sausage sizzle. He also appeared on Channel 9 television supporting the work of Cure Kids.

"He loved being part of it all and is well aware that the money is important to help kids like him," says his mother Belinda Currie.

Ten-year-old Sam Stevens who suffers from cystic fibrosis worked in the Auckland area helping with Add a Dollar. According to his mother Sally Stevens "working on behalf of Cure Kids makes Sam feel as if he is doing something to find a cure for cystic fibrosis while having heaps of fun."

Cure Kids is currently funding leading edge research in a range of fields, and the money raised through Add a Dollar will be invaluable.

"We are spearheading a national screening programme into cardiac inherited diseases, designed to prevent sudden death in children, which is unique in the world," says Mandy Groube. "Cure Kids is also raising funds to support the outstanding work of renowned plastic surgeon Dr Swee Tan whose team is responsible for several world first breakthroughs including the discovery of a gene that hastens the disappearance of birthmarks and may also work on cancerous tumours."

**FOR FURTHER INFORMATION:
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