

Give It Up for Hospice

Hospices throughout New Zealand have embarked on a quirky new campaign to raise awareness of their hospice shops. Hospices rely heavily on their shops to help raise much needed funds to ensure the services they provide remain free to patients and their families.

The Give It Up campaign has two phases, the first involves encouraging people to clean out their wardrobe and donate designer and well known labelled clothing for their 2011 Fashion Collection.

Cranford Hospice has three Hospice Op Shops – Hastings, Napier and Pirimai. Hospice retail managers, Anke Hoggett-Schnebeck and Glenys Pidgeon, say businesses are being encouraged to motivate their staff to all bring in a piece of pre-loved designer or top label clothing, jewellery or an accessory. Connections can supply businesses with bags and posters to place in their staff room or alternatively individuals can drop off clothing at their local hospice shop.

“It’s the perfect time to clean out your wardrobe, the sun is shining and summer is almost here. Our hospice shops will be delighted to take your pre-loved designer or top label item off your hands.”

The campaign starts on 7 November with clothing being collected for up to two weeks.

Phase two begins on 21 November and this is all about getting into your local hospice shop to see what they have on offer following the influx of designer and top label donations. The campaign is designed to be fun while assisting a great cause at the same time.

“Everyone knows women love clothes and getting them for a bargain is even better but shopping knowing you are helping a charity is the ultimate for all females – guilt free shopping!”

Recent New Zealand’s Next Top Model winner, Brigitte Thomas will be the face of the campaign which is also being supported by New Zealand singer songwriter Gin Wigmore who is motivated to get involved through her own family experience using hospice services.

For more information please contact Anke or Glenys on 8706935 or 835 6370.