



Hospice Shops Inundated Through Give It Up Campaign

The quirky *Give It Up for Hospice* campaign which is running throughout the country and is designed to raise awareness of hospice shops has been deemed a huge success. Designer and labelled items of clothing have been pouring into local hospices from the public and New Zealand celebrities.

The campaign now leads into its second phase which aims to encourage particularly younger people to go into their local hospice shop and check out what designer bargains are on offer.

Recent New Zealand's Next Top Model winner, Brigette Thomas is 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.

Gin has recorded messages of support for *Give it Up for Hospice* which are being used on radio and as the voice over for a TV commercial which went to air on 21 November, and has also donated concert tickets as prizes for an online competition.

Brigette is a keen and experienced hospice shop customer and has some tips for those just starting out.

"There are plenty of bargains to be had but the secret is to drop into your local hospice shop regularly as they are constantly turning over items and bringing more out, so a couple of times a week is highly recommended."

Ms Thomas also says not to go in looking for a specific item of clothing.

"Don't go in looking specifically for a summer dress, it's always best to keep an open mind and just look through the racks for something that catches your eye. That way you'll be pleasantly surprised as you can always find something, even if it's a pair of earrings, a belt or a scarf."

As an added incentive anyone purchasing clothing from a participating hospice shop between 21 November and 10 December can enter the online competition to win two tickets to one of Gin Wigmore's concerts that are part of the Classic Hits Winery Tour over February and March 2012. Winners will also receive backstage passes to meet the star as part of their prize.

All you need to do to enter is complete the entry form, scan or photograph it and upload to www.giveitup.co.nz along with a photo modelling the purchased hospice item. Competition winners will be determined by the greatest number of "likes" on Facebook or You Tube.

Phase two officially begins on 21 November when hospice shops will display the influx of designer and top labelled gear that has been donated.

There'll be something for every fashion and price conscious woman; from those who have grander tastes than their budget will allow; to those who love vintage or retro; to those who just want to create a totally unique style, all of their own.

And everyone knows how much women love clothes and getting them for a bargain is a bonus - but buying knowing you are helping a charity has to be the ultimate –it's guilt free shopping!

For more information and participating hospice shops please log onto www.giveitup.co.nz

Dates of the Classic Hits Winery Tour featuring Gin Wigmore

Friday 3 February Ascension Wine Estate