

**Press Release**

24<sup>th</sup> November 2009

**Come And See The Real Reindeer At Garden Pride!**

Excited children and adults alike are planning their visit to the Live Reindeer Experience at Garden Pride Garden Centre in Ditchling this Christmas to pay a personal visit to the reindeers fondly named Casper, Babs, Violet, Sparkles, Ruby and Star by Garden Pride staff.

St Peter & St James Hospice in North Chailey, and Garden Pride Reindeer Welfare Fund, will receive all the proceeds from this special event which takes place every Saturday and Sunday from 21<sup>st</sup> November until 20<sup>th</sup> December. Opening times are 10.00am – 4.00pm on Saturdays and 10.30am – 4.00pm on Sundays. The entrance fee is £3 per person (children must be accompanied by adults) which includes the opportunity to sit in Santa's authentic 1700's sleigh where a professional photographer will be on standby to take family photos on a Saturday and Sunday for the special price of £5 per photo.

Gill Cronin, Head of Fundraising at the Hospice in North Chailey said: "We are delighted to be the beneficiary charity for this event which is likely to be very popular. How many opportunities are there to get up close to reindeer at Christmas locally? I have met Casper and the girls and they are simply adorable."

The event was very well attended during its opening on Saturday 21<sup>st</sup> November with families from as far as Worthing making the trip including mother of two children aged three and six years old, Su Ford, who is also a teacher. She said: "As soon as I heard about the opportunity to show my children live reindeer I was over to Garden Pride. It is an amazing experience I don't know of many people who get this close to reindeer in such a festive environment! It was cheaper than Lapland that's for sure – and the funds are going to such a wonderful charity which makes it even more special."

The Live Reindeer Experience is also open on Thursdays and Fridays until 18<sup>th</sup> December and then all of the following week until Christmas Eve. Proceeds on these days will be for Garden Pride Welfare Fund. Please check the Garden Pride website for any changes to these days.

The annual late night shopping event at Garden Pride will be raising money for St Peter & St James Hospice once again on Thursday 3<sup>rd</sup> December which will include food tasting and singing by Sussex Chorus.

**- ENDS -**

**For further information:** Karen Lambert or Gill Cronin on 01444 471598

**Notes to Editors: About St Peter & St James Hospice & Continuing Care Centre**

Our mission as a registered charity is to provide specialist care, love and support for those living with progressive, life limiting illnesses from East and West Sussex. We will endeavour to meet the needs of each patient, their family and friends. We aim to encourage and enable all patients to live their lives to their full potential despite their illnesses.

We care for patients from Burgess Hill, Haywards Heath, Lewes, Uckfield and the surrounding villages. Last year we provided care for more than 400 patients and their families. All of our Hospice services are free of charge and we receive less than 15% of our funding from the Government. This means we have to raise more than £1.4 million every year through fundraising. That's £4,000 every single day.

If you are interested in working or volunteering at St Peter & St James please contact Human Resources on 01444 471598 or visit [www.stpeter-stjames.org.uk](http://www.stpeter-stjames.org.uk).

**Website:** [www.stpeter-stjames.org.uk](http://www.stpeter-stjames.org.uk)

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**Registered Charity Number:** 1056114

**Images:** For logos and photographs please contact Karen Lambert on 01444 471598 or email [karen.lambert@stpeter-stjames.org.uk](mailto:karen.lambert@stpeter-stjames.org.uk)