

## **Press Release**

18<sup>th</sup> July 2011

### **“Oh! What A Night!”**

Well it wasn't late December back in '63, but it was a very special time for St Peter & St James Hospice!" Saturday 16<sup>th</sup> July 2011 saw about 400 ladies grab their pyjamas and their trainers and head for the Olympos in Haywards Heath.

The atmosphere was full of excitement as the ladies registered and collected their new piece of safety equipment - flashing bunny ears! The assembled ladies patiently waited for the moment when they could set off. Three of the Olympos staff held their usual "warm up" exercises, while Uckfield Fm kept them entertained with cheesy, girly music.

Head of Fundraising Gill Cronin summed up the event when she said: "This has been the most amazing night! The sight of 400 ladies walking down Haywards High Street in the early hours, every single one of them wearing flashing bunny ears and pyjama's is something that I will remember for a very long time! Everybody who does our Sleep Walk seems to connect with other sleep walkers in a very special way, no matter why they are walking - it could be remembering someone that they have loved and lost or just because they like dressing up in their PJ's - everyone comes together and the feeling of camaraderie is incredible!"

The first walker came back in a very respectable 1 hr 27 minutes and soon the other lady walkers followed. They were greeted with a continental breakfast or bacon roll and enjoyed a cup of either coffee or tea by generous supporters Starbucks. All the ladies received their traditional goody bag which included their finishers' "Sleep Walk" bracelet, fast becoming collectors items!

Hayley Bradbury, Marketing and Events Fundraiser added: "This year the Sleep Walk Army has pledged to raise an estimated £30,000! This event wouldn't be the success it is without you – thank you! I'd also like to thank all of our volunteers, marshalls, helpers and sponsors. Every year they pull out all the stops to make the Sleep Walk a success and we certainly couldn't do it with out them! "

Please make sure you send your sponsorship monies in as soon as possible!

- ENDS -

**For further information:** 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 17% of our funding from the Government. This means we have to raise more than £1.8 million every year through fundraising. That's £5,000 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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**Images:** For logos and photographs please contact Gill Cronin on 01444 471598 or email [gill.cronin@stpeter-stjames.org.uk](mailto:gill.cronin@stpeter-stjames.org.uk)