

Appleyard organises Xmas kids' fundraiser for hospice

The very latest act of selfless generosity from the travel retail industry this Christmas comes from the well-known marketing and event agency Appleyard Communications, which is organising a fundraising 'open mic event' in support of the local Alexander Devine Children's Hospice Service charity.



The worthy endeavour, which already has some generous initial support from the travel retail industry, takes place on Sunday 11 December between 15.00 and 20.00 in The Boatman in Windsor, Berkshire, UK.



Avril Appleyard and Rosie Scott will open the show with their singing sisters entertainment brand. At the same time, they are inviting audience members and performers from far and wide to join them to make this a great fun afternoon for an equally worthy and very deserving local cause.

They are also looking for prize donations for the Christmas Giving Tree, with all proceeds going to Alexander Devine.

Avril Appleyard and Rosie Scott are the singing Skin and Blister Sisters who will kick off the show in aid of raising funds for the new hospice.

Travel retail businesses, including Cecil Macdonald, Lagardère Travel Retail UK and Ireland, Churchills Confectionery, Ratcliffe & Brown and Jane Grant have already been very generous with their support.

PROVIDING CARE FOR 600 CHILDREN

This new hospice and the charity are aimed at providing care and comfort for the estimated 600-plus children in the Berkshire area who are suffering from life-limiting and life-threatening conditions.

The Alexander Devine Children's Hospice Service currently funds the Alexander Care Team, offering specialist respite and end-of-life care for children and their families within their own homes.



This is the latest progress report on the hospice construction which still requires more funding to finish it to the required standard as a care home.

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HOSPICE HOPES TO OPEN IN SUMMER OF 2017

As part of this, they are also working tirelessly to raise vital funds to build the one and only children's hospice in Berkshire.

The hospice site is in Maidenhead and building work commenced in September 2015 with the aim of welcoming families to the children's hospice in the summer of 2017.

The charity's services are completely free of charge and they rely solely on the support and the generosity of the local communities in order to carry out their vital work.

Avril Appleyard, who is very well known to the travel retail industry, has been on the Alexander Devine fundraising Ball committee for a couple of years, hosting a few events each year to support their fundraising efforts.

HOSPICE SUPPORTED BY MICHAEL PARKINSON AND THERESA MAY

The singing sisters have also been in the studio recording a Christmas CD, of which a percentage of the profits will also be donated to the fundraising effort.

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[Avril is also known for her tremendous vocal performances over many years at the TRBusiness music nights at the Cannes TFWA show in the past-Ed].

Any readers who would like to donate a prize, or reserve a performance time, or simply attend to support this really worthy event can contact Avril on the UK telephone number 44 (0) 7958335985 or by email at avril@appleyardcommunications.com

Anyone wishing to listen to some great music and simply book a table can do so by contacting The Boatman directly on 44 (0) 1753 620010.



(Centre) Sir Michael Parkinson and Theresa May (blue coat, now UK Prime Minister) preside over the project which they have both supported since construction of the dedicated hospice started last year.