



BIG W and Sydney Children's Hospital, Randwick Celebrate BIG W BIG Heart Day at BIG W Macquarie Centre

**Media Release
27 March, 2008**

On 27 March, Platinum Sunshine Partner of the Sydney Children's Hospital, BIG W celebrated their annual BIG W BIG Heart Day, recognising the fundraising efforts of BIG W associates and their suppliers at BIG W Macquarie Centre.

The BIG W Blacktown store was awarded the top fundraising store in NSW / ACT, raising over \$17,700 for Sydney Children's Hospital in the past financial year. Their efforts and the generosity of their customers and community were recognised at BIG W BIG Heart Day.

Sydney Children's Hospital representatives attended together with local resident and cardiology patient Isabella and her mum Deborah, and BIG W associates from across the state, including Port Macquarie, Auburn, Tamworth and Pagewood. The Hospital paid tribute to the successful fundraising of all NSW /ACT BIG W stores, which has raised an exciting total of \$4.47Million since 1994 for Cardiology and Outreach Services. BIG W's support over the past year has funded specialised equipment including cardiac monitors and a defibrillator, a cardiology Staff Specialist and Fellowship positions and extended the Hospital's Outreach and Telehealth Services to help Sydney Children's Hospital care for the state's sickest children across regional NSW.

"BIG W is one of the Hospital's largest and longest supporting donors. Over the past 14 years they have made an enormous contribution to Sydney Children's Hospital. BIG W encourages staff to fundraise by fostering a spirit of competition between the NSW stores. This fundraising strategy helps the Hospital achieve truly remarkable outcomes for seriously ill children across NSW and beyond," said Adam Check, Chief Executive Sydney Children's Hospital Foundation.

BIG W is also proud of its long-standing relationship with the Sydney Children's Hospital. BIG W's General Manager of Store Operations, Craig Partridge said, "Our people have embraced this relationship and continue to astound me with their generosity and passion."

Store Manager of one of the top fundraising stores BIG W Macquarie Centre, Patrick Prasad was proud of his staff's fundraising achievements, was delighted to host BIG Heart Day and praised the support of the local community.

"The help and generosity we have received from the community in our mission to help the Hospital has been invaluable. We thank everyone involved in our fundraising," said Patrick Prasad.

For further media information please contact:
Kate Meikle
Sydney Children's Hospital Foundation
Ph: 02 9382 1188
Mob: 0412 641 611
Email: kate.meikle@sesiahs.health.nsw.gov.au