Ickle Pickles Announces First-of-its-kind 28K Incubator Push Charity Challenge to Support Premature Babies

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All roads lead to Beddington Park, London, on July 13th for Ickle Pickles' first-of-its-kind charity event – the 28K Incubator Push challenge. Set to be the Charity's most unique endeavour yet, the one-of-a-kind fundraiser event rallies communities and hospitals nationwide to raise critical funds for life-saving neonatal care units.

Essential equipment like incubators, ventilators, oxygen, brain monitors, and feeding pumps form the backbone of a neonatal unit. But they are pretty expensive. An incubator costs £28,000 and approximately £2000 a day for a baby to be cared for in a neonatal unit. Babies born between 28-31 weeks need to be cared for in a neonatal unit for an average of 44 days, and with one in thirteen babies being born prematurely each year in the UK, Ickle Pickles is on a mission to give every newborn a fighting chance.

"There is no greater fight than ensuring a child has the chance to survive," says Julie Voong, an ambassador at the Ickle Pickle Children's Charity. "These 'ickle pickles,' as we affectionately call them, need critical care in neonatal units, and specialised equipment is vital for their survival. So, we are calling on you to help us raise essential funds for sick and premature babies. Become a NeoHero."

The 28K Incubator Push charity event promises an epic day of endurance – 28 laps to raise 28K in honour of the tiniest patients yet the biggest fighters. But this challenge is about more than just raising money for much-needed neonatal equipment; it's about bringing awareness to the challenges faced by sick and premature babies and their families and improving neonatal care for a brighter tomorrow. "We've been supporting neonatal care with life-saving equipment since 2009," added Rachael, co-founder of Ickle Pickles and mum of a premature boy. "Though a novel fundraising concept, this Incubator Push Challenge is a testament to our dedication to providing unique ways for everyone to participate in fighting for every child's survival."

Among the participants is Jack, a young boy who was born prematurely and survived thanks to the care he received at a neonatal unit supported by Ickle Pickles. With a deeply personal connection to Ickle Pickles' cause, Jack and his parents are determined to give back to help other babies like Jack get the best start in life. "We owe so much for the support we received for our son," said Jack's parents. The grateful family calls on people from all walks of life to join them on July 13th for Ickle Pickles' 28K Incubator Push charity challenge.

The Ickle Pickles Charity invites hospitals, companies, and communities to participate in its groundbreaking fundraising initiative. Visit Ickle Pickles to sign up for an individual lap or register to take turns as a team. "Whether you participate in the incubator push, volunteer with us, donate or simply share our stories, you can make a difference to sick and premature babies."

About Ickle Pickles:

Ickle Pickles is a Children's Charity that works and campaigns nationally to give every newborn a chance. Since 2009, the Charity has bought small and large equipment for over 50 neonatal units around the UK and continues to fight for the survival of every ickle pickle.

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