Media City UK get quacking for charity

Wednesday 27 February, 2019

NEWS RELEASE

DATE: 27 February 2019

The Quays business community gets quacking for charity

Children's health charity MedEquip4Kids are back again this Easter with the annual Quays Duck Race which welcomes hundreds to Salford Quays for an afternoon of family fun while raising thousands for the charity's projects.

Lowry Outlet has come on board as the event's main sponsor. Kelly Hurst, Centre Manager said 'We are so pleased to be able to sponsor the Quays Duck Race, which is for a brilliant cause, that raises much needed funds for children in Salford and the surrounding areas. The event has a fantastic community spirit to it, which see families enjoying a great day out and raising money for charity'.

The business community is following Lowry Outlet's lead and getting involved by sponsoring a Mega Duck. Companies including Fuzzy Duck, Kids Planet, Orega, Vinci Construction, Lime Bar and The Lowry Theatre will be decorating large ducks for the Mega Duck Race which will kick off the racing.

Ghazala Baig, Chief Executive at MedEquip4Kids said 'We are so thankful for the fantastic support received from Lowry Outlet and our Mega Duck sponsors. We know that this is going to be the best year yet for the Quays Duck Race which will enable us to support even more children.'

The sponsorship from Lowry Outlet means all funds raised at the event will support the work of MedEquip4Kids who believe every child should have access to the best medical care when they need it most.

The charity is currently fundraising for a number of projects including essential equipment for Salford Royal Hospital's Paediatric Accident and Emergency Unit including a hand-held blood analyser. At present the staff process blood samples in other departments in the hospital, requiring a member of staff to leave the Unit during critical times. The hand held device could be taken to a patient's bedside and requires a much smaller amount of blood meaning a far more comfortable process for the patient.

Rachael Baird, the Unit Manager said ''Having this device would quicken time critical decisions and improve emergency care, by enabling staff to stay by the patient's side where they are needed the most'.

To represent your organisation by sponsoring your very own creatively decorated Mega Duck contact the MedEquip4Kids office on 0161 798 1600 / info@medequip4kids.org.uk.

Whilst the Mega Ducks are sponsored by businesses, individuals and families can purchase a duck for the main race for £2 on the MedEquip4Kids website or in person on the day. There will be some fabulous prizes up for grabs for the winning ducks! Join in the festivities from 12:30 – 4:30pm on Good Friday, 19th April at the Helly Hansen Water Sports Center

For more information on the Quays Duck Race visit www.medequip4kids.org.uk/events

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NOTES TO EDITORS:

1. MedEquip4Kids exists to improve healthcare for children and babies across the north of England by providing specialist paediatric equipment for hospitals and community health teams.

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2. MedEquip4Kids was founded in 1985 and, to date, has raised more than £20 million.

3. To contact the charity, call 0161 798 1600 or email info@medequip4kids.org.uk

4. More information on individual projects at hospitals across the region are available via our website: www.medequip4kids.org.uk.

5. Photo left to right, Lowry Outlet staff, Madie Howard, Ellie Hannigan, Gary Morris, Katie-Jane Leggott, Joanne Janssen

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