Rein4ce support The Sick Children's Trust with PR services

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Specialist insurance and reinsurance communications and public relations agency, Rein4ce, is delighted to announce that it is providing pro bono PR services to The Sick Children's Trust, a charity that helps the recovery of sick children by supporting the whole family.

The Sick Children's Trust provides free 'Home from Home' accommodation – it has ten houses at leading children's hospitals around the UK, which provide emotional and practical support for families. This means families can stay together when children are receiving lifesaving treatment in hospital.

Rein4ce will help the charity raise awareness of its work and its fundraising activities, with particular focus on audiences in the insurance and reinsurance industry. The charity's board has a number of high profile figures from this industry sector and as a result some of its support is drawn from individuals and companies operating in this space. Rein4ce will leverage its industry expertise and extensive media contacts to highlight the efforts of corporate sponsors and individual fundraisers across the industry.

Rein4ce Managing Director Stephen Breen said: "We are delighted to have found a charity which we can support with our knowledge and expertise to help it make a difference to the lives of seriously ill children and their families. The Sick Children's Trust is a fabulous organisation whose staff are dedicated to the children and families that come to them during extremely difficult times. We are proud to be a part of the team and look forward to working alongside them promoting their important work."

Paul Jardine, Chairman of The Sick Children's Trust, comments: "Every year The Sick Children's Trust provides a 'Home from Home' for around 4,000 families with critically ill children in hospital. We rely entirely on voluntary donations to deliver our vital practical and emotional support, so building awareness of our work is extremely important. I am confident this partnership with Rein4ce will demonstrate the difference that support from the insurance sector makes, keeping families together with their sick child, and will ultimately help us to grow our services to meet the increasing demand for our care."

For further information about The Sick Children's Trust, please visit http://www.sickchildrenstrust.org/

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