Spend a penny, gain a pound for CHSF

Tuesday 19 July, 2016

We've seen some madcap fundraising ideas over the years . . . taking a bath in baked beans… marathon running in suits of armour… climbing the Three Peaks by moonlight. But how can a trip to *the toilet* raise money for our charitable cause?

The thing is, we're not talking a bog-standard toilet (pardon the pun) or just any old charity. The people of Leeds will be giving new meaning to the term *spend a penny* when the **Geberit AquaClean Tour** rolls into town to help raise vital funds for the Children's Heart Surgery Fund over **the weekend of July 30-31**.

Everyone who comes aboard the Geberit AquaClean tour is invited to *spend a penny* in the literal sense, all in aid of **Keeping The Beat** - a campaign by Children's Heart Surgery Fund to raise £500,000 for a revolutionary children's heart theatre at the LGI. By trying the Geberit AquaClean shower toilet out for size, you'll be doing your charitable bit too, as each penny received will be converted into a pound donation for **Keeping The Beat.**

Visitors will be encouraged to share their "first time face" on social media - they can have their photo taken to capture the moment they first experience this new toilet technology, with each share raising awareness of our cause.

To quote Geberit themselves: "Bringing high-tech wellness to the bathroom while being simple to operate by all the family, the Geberit AquaClean range of shower toilets clean with a gentle, airy water spray at body temperature, with an adjustable intensity to maximise on comfort."

So innovative is the shower toilet experience that representatives of Children's Heart Surgery Fund will be popping along to *spend a penny* too!

Children's Heart Surgery Fund's Corporate Fundraiser Ellie Brown said: "It sounded like a mad idea to begin with, but we think it's a great way to raise funds for our worthy cause and of course get people to see and try out a new technology. We want as many people as possible to come along and spend a penny during the tour and share their first time face. The more people that take part the more we can help our Keeping The Beat campaign. Each penny turns into a pound and a pound can do a lot of good."

Sara Johnston, Geberit Consumer Marketing Manager adds: "We're delighted to be partnering with Children's Heart Surgery Fund and hope that we can change lots of pennies into pounds for them this weekend. It's a great way of raising awareness and raising money while having a bit of fun. And of course visitors to the **Geberit AquaClean Tour** can also try out the very latest shower toilet technology, we want people to find out for themselves the benefits of cleaning with water. It is so good for health and well-being that we are certain that once tried you'll want one in your bathroom!"

The **Geberit AquaClean Tour** will be at **Briggate, Leeds** converting pennies into pounds for Children's Heart Surgery Fund and spreading the feel-good factor along the way. Find out more at www.geberit-aquaclean.co.uk/myfirsttime

About Geberit:

The globally operating Geberit Group is a European leader in the field of sanitary products. Geberit operates as an integrated group with a very strong local presence in most European countries, providing unique added value when it comes to sanitary technology and bathroom ceramics. The production network encompasses 35 production facilities, of which 6 are located overseas. The Group is headquartered in Rapperswil-Jona, Switzerland. With more than 12,000 employees in over 40 countries, Geberit generated net sales of CHF 2.6 billion in 2015. The Geberit shares are listed on the SIX Swiss Exchange; since 2012, the Geberit share has been included in the SMI (Swiss Market Index).

About CHSF:

Children's Heart Surgery Fund (CHSF) is an award winning charity, supporting the Leeds Congenital Heart Unit at the Leeds General Infirmary. Keeping The Beat is an appeal supported by CHSF to raise £500,000 towards a revolutionary children's heart theatre, based at the Leeds Congenital Heart Unit, LGI.

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