St Andrew’s Hospice turning pink and blue for Baby Loss Awareness Week 2018

Tuesday 9 October, 2018

St Andrew’s Hospice will be illuminated in pink and blue lights on the evening of Monday 15 October to support Baby Loss Awareness Week 2018, which runs from 9 to 15 October).

The annual awareness week, now in its 16th year, is an opportunity for bereaved parents, families and friends, to commemorate babies’ lives and break the silence around pregnancy and baby loss in the UK.

Rob Baty, Premises Manager at the hospice, said: “We hope turning St Andrew’s Hospice pink and blue will spark conversations about baby loss and give local bereaved parents and families an opportunity to talk about their precious babies.”

All the buildings and landmarks turning pink and blue for Baby Loss Awareness Week 2018 will be featured on the interactive map and the Facebook album. Anyone North East Lincolnshire can share their photos of St Andrew’s Hospice on social media using the hashtag, #BLAW2018.

Dr Clea Harmer, Chief Executive of Sands (stillbirth and neonatal death charity), said: “Baby Loss Awareness Week is a unique opportunity for parents to commemorate their babies who died, and I hope bereaved families in name of town/city seeing name of the building or landmark lit up pink and blue will feel less isolated and alone in their grief.

“Pregnancy loss or the death of a baby is a tragedy that affects thousands of people every year. It is devastating for parents and families and it’s vital they get the bereavement support and care they need, for as long as they need it.”

For further information about Baby Loss Awareness Week visit: www.babyloss-awareness.org

Media:

Baby Loss Awareness Week

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