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Fred. Olsen pledges its support for East Anglia's Children's Hospices' 'Treehouse Appeal'

Generous staff at Ipswich-based Fred. Olsen Cruise Lines – recently voted 'Cruise Line of the Year' in the 'Cruise International Awards 2011' – Fred. Olsen Travel and Fred. Olsen Limited, as well as the Fred. Olsen Travel shops throughout East Anglia, joined together at their Summer Ball at Trinity Park, Ipswich to raise a staggering **£7,410 for East Anglia's Children's Hospices (EACH) 'Treehouse Appeal'**.

EACH supports families and cares for children and young people with life-threatening conditions across Suffolk, Essex, Norfolk and Cambridgeshire. The charity provides care and support wherever the family wishes – in families' own homes, in hospital or at one of its hospices in Ipswich, Milton and Quidenham. EACH needs to raise around £4.8 million in public donations to deliver their services in 2011, which amounts to more than £13,000 a day, every day of the year.

Shona Michell, New Media and Communications Executive for Fred. Olsen Cruise Lines, who organised the Summer Ball, said:

"We were delighted that our Summer Ball went with such a bang this year! The Directors of all the companies within the Fred. Olsen Group invited their staff and partners to this fantastic evening, and the highlight was a Grand Raffle, with all prizes being donated by our very generous suppliers. These were magnificent, and ranged from bottles of champagne to iPads.

"Our staff chose EACH's 'Treehouse Appeal' to benefit from the proceeds of this year's raffle, as we have all been deeply moved by the invaluable work that this local charity does to improve the lives of life-threatened children

and their families within Suffolk and surrounding areas. Thanks to all our staff and suppliers for helping us to raise the amazing sum of £7,410!”

EACH launched its ‘Treehouse Appeal’ on 16th March 2010, with the daunting task of raising £3 million to fund the construction and outfitting of an all-new, purpose-built children’s hospice in Ipswich. The old hospice in Walker Close in Ipswich opened in 1999 as a pilot project, but demand for services had grown so significantly that the facility was unable to meet the needs of life-threatened children and their families.

To overcome these obstacles, EACH launched the ‘Treehouse Appeal’ following the donation of a four-acre woodland plot in Ipswich by a generous charitable trust. An ambitious fundraising schedule was then drawn up, and it has received a fantastic amount of support from the people of Suffolk and North Essex, and further afield.

The fundraising total of £3 million was reached on 4th March 2011, and Fred. Olsen’s donation will be used to provide desperately-needed equipment within the new, state-of-the-art hospice.

Patsy Johnson, Suffolk Fundraiser for EACH (The Treehouse), said:

“We can’t thank all the companies within the Fred. Olsen Group enough for their generous donation.

“Their fundraising efforts will ensure we can continue to deliver much-needed care and support to life-threatened children and their families across the region.”

If you are interested in making a donation to East Anglia’s Children’s Hospices, visit the website at <http://www.each.org.uk/>

Find out more about Fred. Olsen Cruise Lines
at <http://www.fredolsencruises.com/>

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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