

PRESS RELEASE

Ghostly Evening Raises £200 for Stillbirth Charity

Following the tragic stillbirth of his and his wife's niece in January this year, Stuart Dawson of Edlington, Doncaster, decided to use his skills as resident medium at paranormal events company, Simply Ghost Nights, to raise much needed funds for Sands, the stillbirth and neonatal death charity.

Stuart takes up the story, 'We were all devastated when my sister-in-law, Beverley and her partner Ali suffered the stillbirth of their first baby, a beautiful daughter, Lily Rose, on 6 January this year.

'Whilst at the hospital we saw information about Sands and how they support bereaved parents across the country and my wife Rosie and I decided we would like to help raise much needed funds for the charity.'

The Simply Ghost Night event hosted on Friday 18 March at Knottingly Town Hall in West Yorkshire raised just over £200 for the charity.

Stuart continues, 'Incredibly 17 babies are stillborn or die shortly after birth every day in the UK. Rosie and I are committed to raising as much money as we can to help fund vitally needed research into why so many babies are dying every single day.'

Stuart is planning to host similar fund-raising events every three months, the profits of which will go to Sands and details will be available on

www.simplyghostnights.co.uk

ENDS

For further information, please contact:

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Key Information about Sands:

Sands, the stillbirth and neonatal death charity, was established by bereaved parents in 1978 and obtained charity status in 1981.

Sands core aims are to:

- Support anyone affected by the death of a baby;
- To work in partnership with health professionals to improve the quality of care and services offered to bereaved families; and
- To promote research and changes in practice that could help to reduce the loss of babies' lives

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Sands Why 17? campaign:

Sands Why17? campaign asks a simple question. Why in spite of medical advances, do 17 babies die every day in the UK? For some of these deaths we simply do not yet know enough to be able to say why. Further research is needed.

The Facts today:

- 17 babies die every day in the UK (10 are stillbirths, 7 are neonatal deaths) totalling almost 6,500 baby deaths a year - the equivalent of 16 jumbo jets crashing every year with no survivors.
- This is four times the number of people who die every year of MRSA (1,593 MRSA deaths in 2007, UK Statistics Authority).
- This is double the number of adults who lose their lives on Britain's roads every year (2007 – 2,940 people were killed on the roads, Department of Transport).
- Ten times more babies are stillborn than die of cot death every year in the UK.
- The stillbirth rate has remained almost unchanged in the UK for the past 10 years. (CEMACH)
- Stillbirth is when a baby is born dead after 24 completed weeks of a pregnancy
- Neonatal death is when a baby is born alive but dies within the first 28 days of life

But increasingly, Sands believes that many of these deaths are potentially avoidable. The devastating impact of the death of a baby on the parents and their families and friends could be prevented.

What is needed is better antenatal care, increased funding for maternity services, more midwives and increased funding for research.

Sands Why17? campaign is seeking to raise £3million over the next 5 years to;

1. Focus public awareness on why, tragically, 17 babies a day in the UK are stillborn or die within the first twenty eight days of life;
2. Promote changes in antenatal practice that could prevent babies from dying;
3. Identify and support key research which could provide further information on why so many babies are dying