



Wednesday, 20th January 2010

Bandaged Bear turns 21!

Bandaged Bear, the lovable mascot of The Children's Hospital at Westmead, will celebrate his 21st Birthday in March and to commemorate this milestone, and as 21st tradition dictates, we will be marking the occasion with a theme – "when I grow up".

The Bandaged Bear Day Appeal will run throughout the month of March, with the highlight, Bandaged Bear Day, falling on the 26th of March 2010. We are urging everyone to get involved, throw a themed party, donate or buy some merchandise, all in the name of sick kids.

Furthermore, 2010 will be the first year a member of the public has been given the opportunity to design the Bandaged Bear coat. Bandaged Bear has worn many coloured coats over the years and in honour of the 21st anniversary primary students from across the country were invited to submit their own unique coat designs. Atia, 12 year old student from Mascot Public School, won the nation-wide competition and her colourful coat will be unveiled at the start of the Appeal.

In donating to the Bandaged Bear Day Appeal, you can help children like Alexander. Before Alexander was born he was diagnosed with hypoplastic left heart syndrome. Alexander has spent the entire 5 months of his life living in the intensive care unit at The Children's Hospital at Westmead but despite his illness remains a happy and smiley baby boy, completely unaware of his specialist surroundings, and content in playing with his new Bandaged Bear friends (see accompanying image).

Bandaged Bear has long been a symbol of all the Hospital stands for - Healthy Children for a Healthy Future. As the Hospital's major fundraising appeal, Bandaged Bear Day has raised almost \$12 million since its inception 21 years ago - a fantastic community effort!

Funds raised by the Bandaged Bear Day Appeal will help treat sick kids needing a range of medical treatments. The donations go to areas of most need within the hospital, including research into childhood illness, purchase of equipment and

provision of patient services. This contributes to The Children's Hospital at Westmead being a world class centre of healing for sick children and their families.

How can you help? For the 21st Anniversary of the Bandaged Bear Day Appeal invite all your friends to dress up and donate by holding your own "when I grow up" 21st birthday party. You can also show your support by donating to the Appeal or purchasing Bandaged Bear merchandise from participating retail outlets across NSW and the ACT. On Friday the 26th of March, merchandise will also be available at train stations, shopping centres and major business districts across Sydney.

With the community's support we can all help to improve the lives of sick kids and their families.

For information about Bandaged Bear Day visit www.bandagedbearday.com.au

About *The Children's Hospital at Westmead*

The Children's Hospital at Westmead is the highly respected, largest paediatric centre in NSW, providing excellent care for children from NSW, Australia and across the Pacific Rim. Established in 1880, *The Children's Hospital at Westmead* is a stand-alone public Hospital and registered charity with 3,000 staff working in 150 departments. Over 50,000 sick children and their families are cared for each year in a family-focused, healing environment.

Funded by the NSW Government, *The Children's Hospital at Westmead* provides significant extra services aided by the generosity of individual and corporate donors. For more information visit www.chw.edu.au