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**This year's exciting collaboration with Matalan and Alder Hey is finally here.**

**Launching on Thursday 19<sup>th</sup> September 2019, the campaign, #TogetherForAlderHey explores the core values behind the children's charity as Matalan launches its sixth year of support for the world renowned hospital.**

**Matalan's brand ambassadors Denise Van Outen, Mark Wright and Lydia Bright are excited to be part of this year's campaign and are encouraging everyone across the nation to join together for the charity.**

#TogetherForAlderHey centres upon the connections built every day at Alder Hey Children's Hospital, from patients and doctors to volunteers and parents, and how loving support is shown across the entire Alder Hey community. Taking centre stage this year are incredible Alder Hey patients Abigail age 10, Jonah age 6, Lenny age 1, Oscar age 19 mths and Poppy age 4 (pictured above), as well as their remarkable supporting staff who have played a key role in their journeys, becoming like family members.

This year's product range includes unisex adult and children's PJs, a baby grow, pet outfit, bed socks, an eye mask and mug, all with a colourful print made up of figures holding hands and Alder Hey's iconic Oli the Elephant. The design is a celebration of togetherness, putting the people and the hospital at the heart of the print. 100% of the profits from this campaign will go to Alder Hey Children's Hospital Charity.

Jason Hargreaves, Matalan CEO said:

"The patients and staff at Alder Hey will never cease to amaze and inspire me. Every day these people face into unthinkable challenges, but they do it all with the strength of the Alder Hey community behind them. That family mindset and spirit of togetherness is what makes Alder Hey a truly special place – and that was the inspiration behind this year's campaign."

As part of this year's activity, Matalan is sponsoring Alder Hey's 5K Charity Fun Run and encouraging participants to wear their PJs to make it extra special. As part of the Fun Run, a Guinness World Record attempt will take place to achieve the most runners linked to complete a 5K race. This attempt will really bring to life this year's theme. The run takes place just a few days after launch at Croxteth Hall and Country Park on Sunday 22<sup>nd</sup> September.

To show support for the hospital and this year's campaign Matalan are asking people to share pictures of themselves holding hands with friends and family, wearing their Alder Hey PJ's and using the hashtag #TogetherForAlderHey. Together the images will form a long chain of people across social media, showing how far and wide the support for Alder Hey spans.

Fiona Ashcroft, CEO Alder Hey Children's Charity said:

"We are so excited about this year's #TogetherForAlderHey campaign. This is our sixth campaign with Matalan and we are incredibly proud and humbled by their continued support. Since 2014 Matalan has raised a staggering £2.7m for Alder Hey which has gone to fund a range of activities and projects that are designed to enhance and improve the lives of our amazing young patients. This includes the funding of specialist medical equipment, a range of programmes and special projects such as our ward musicians, our onsite magician and the play specialists we have on every ward. Our ground-breaking ward-based chef programme ensures we are delivering healthy and nutritionally balanced food to all our patients when they need it most. Their support has also recently enabled us to complete our £6m appeal to build a new research and education facility and we remain committed to supporting cutting edge research at Alder Hey."

Head into store or online to shop the collection now: <https://www.matalan.co.uk/charity/alder-hey/together-for-alder-hey>

**Prices:** Adult PJs £12.50, Children's PJ's £8.50, Baby Grow £5.50, Pet Outfit £5.50, Eye Mask £2.50, Mug £2.50, Socks from £2.50.

**Patient Case Studies** can be found here: <https://alderhey.nhs.uk/matalan-2019-press-pack>

**5K Fun Run Details:** Croxteth Hall and Country Park, Liverpool, Sunday 22<sup>nd</sup> September. Enter online at <https://donate.alderheycharity.org/events/BookEvent.aspx?topId=57>

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**About Alder Hey Children's Charity:**

Alder Hey Children's Hospital treats over 330,000 children and young people every year – that's more than 900 children each and every day.

Alder Hey Children's Charity supports the work of Alder Hey Children's NHS Foundation Trust by raising much needed funds that are spent directly on initiatives in the hospital to benefit patients. Without the support of charitable donations, many of the outstanding facilities and innovations at Alder Hey could not be achieved.

Alder Hey Children's Charity has raised over £43m since April 2013 for a range of life-saving medical equipment and facilities that are making a real difference to families every day.

**About Alder Hey Children's NHS Foundation Trust:**

Alder Hey Children's NHS Foundation Trust provides care for over 330,000 children and young people every year. Alder Hey delivers clinical excellence for all children, for routine illnesses as well as very complex and rare conditions.

One of four stand-alone children's hospitals in the UK, it is a national centre for neuro and craniofacial surgery, a regional centre for burns injuries and a Centre of Excellence for children with cancer, heart, spinal and brain disease. The Trust is one of only four epilepsy surgical centres in the UK and one of only two accredited major trauma centres in the North West. Alder Hey is also a respiratory Extracorporeal Membrane Oxygenation (ECMO) surge centre and is the referral centre for the treatment of congenital heart defects in North West England, North Wales and Isle of Man. It became the first UK Centre of Excellence for Childhood Lupus in 2010.

Alder Hey is the first accredited Investing in Children Hospital in the UK. It has a dedicated patient experience programme which includes the award winning Alder Hey Arts involving music therapy, dance programmes, storytelling and animation projects. It is also one of a few hospitals to have a Children and Young Person's Forum.

Alder Hey opened a new hospital 'Alder Hey in the Park' in 2015. Europe's first hospital in a park, the new facility provides a purpose-built, unique and world class healing environment for children and young people.

Alder Hey is supported by The Alder Hey Children's Charity which aims to raise vital funds for lifesaving equipment, research projects and patient experience initiatives.

For more information visit [www.alderhey.nhs.uk](http://www.alderhey.nhs.uk) and [www.alderheycharity.org](http://www.alderheycharity.org)