



5th January 2012

HER ROYAL HIGHNESS THE DUCHESS OF CAMBRIDGE BECOMES ROYAL PATRON OF EAST ANGLIA'S CHILDREN'S HOSPICES

East Anglia's Children's Hospices (EACH) is delighted to announce today (Thursday January 5) that Her Royal Highness The Duchess of Cambridge has accepted the honorary position of Royal Patron of the charity.

EACH delivers care and support to life-threatened children and their families across four counties: Cambridgeshire, Essex, Norfolk and Suffolk. The announcement, which recognises the work the organisation does both locally and nationally, has been welcomed by EACH staff, volunteers and the children, young people and families they support.

The Duchess of Cambridge has also accepted the following honorary positions:

- Patron of Action on Addiction
- Patron of The Art Room
- Patron of National Portrait Gallery
- In addition, The Duchess of Cambridge is to become a volunteer in the Scout Association, volunteering time privately with groups in north Wales and elsewhere as opportunity arises.

The Duchess's first patronages and her volunteer role reflect Her Royal Highness's personal interests in the arts, the promotion of outdoor activity, and most relevant to EACH- offering support to people of all ages, especially young children.

EACH delivers a wide and diverse range of care and support services including short break care, specialist play activities, music therapy, hydrotherapy, parent and sibling groups, care at end of life and bereavement support for all family members.

Recognised by The Duchess as a leader in their field, EACH's care and support also includes neonatal care pathway work, enabling parents to choose whether their babies are cared for in the Neonatal Intensive Care Unit, hospice or at home. The charity also runs the True Colours symptom management team which provides 24/7 support for families- giving them choices to manage their child's health needs and symptoms.

Graham Butland, EACH Chief Executive, said: "EACH is honoured and extremely proud to have The Duchess of Cambridge as Royal Patron.

"Having our work recognised in this way is not only a tribute to our staff and supporters, but a huge boost for the children, young people and families receiving our care and support.

"The Duchess's support will help us increase the awareness and understanding of the full range of services we offer children and families, and really celebrates the great work being done by all children's hospices across the UK.

"We are also very excited to be one of only a select number of organisations to be invited to join The Princes' Forum, which brings together the charitable interests of The Duchess, The Duke of Cambridge and Prince Harry, and look forward to the many opportunities that will bring."

Ends

Notes to Editors:

Requests for pre-recorded filming, interviews and photo opportunities can be accommodated at our Milton hospice on 4th January (as the charity's Head Office) from 10.00am until 12.30pm and media are invited to attend on the day of the announcement, as follows:

- Thursday January 5th at 10.00am – 12.30pm
- EACH, Church Lane, Milton, Cambridge, CB24 6AB
- Please confirm if you would like to attend on either day.

For this and all media requests, please contact Simon Hempsall or Lindsey Newton.

Filming and interview opportunities include:

- Graham Butland, EACH Chief Executive – on 4th and 5th
- The Balaam family (story attached) – on 4th
- The Clemence family (story attached) – on 5th
- An EACH Parent and Toddler Play and Music Group – on 5th
(The group enables children to benefit from stimulation and social interaction through play and music. It also enables parents and carers to meet in a supportive setting with other families in similar situations.)

Further information:

- The Duchess of Cambridge began her private research into charitable causes in September 2011. The private programme undertaken by The Duchess consisted of meetings at St. James's Palace and private visits to a number of sites. In addition, The Duchess personally considered all requests for Patronage that were sent to her.
- The Duchess will, over the coming months, undertake both private and public visits across the United Kingdom to the organisations of which she is Patron and Royal Patron.
- All the organisations will formally be invited to join The Princes' Forum, an initiative started by The Duke of Cambridge and Prince Harry in 2006 to bring together their charitable interests. The Forum will consist of 32 organisations once the organisations affiliated to The Duchess are included. More information about the Forum can be found at www.dukeandduchessofcambridge.org

EACH information:

- EACH supports families and cares for children and young people with life-threatening conditions across Cambridgeshire, Essex, Norfolk and Suffolk.
- EACH delivers a range of services that includes: short break care, specialist play activities, music therapy, hydrotherapy, parent and sibling groups, care at end of life and bereavement support for all family members.
- EACH provides care and support wherever the family wishes – in the families' own home, in the community or at one of our hospices in Ipswich, Milton or Quidenham.
- EACH continues to develop the quality and range of our services to support children and their families. The number of families they help continues to increase – last year they helped 547 families.
- EACH needs to raise around £4.8 million from public donations to deliver their services this year. This amounts to more than £13,000 a day, every day of the year.

For further information about this news release please contact:

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