

## Simply Supplements In Charity Partnership With WellChild

*By Judith Shaw*

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*Simply Supplements has chosen to offer much-needed support over the coming year to their newly selected 'Charity of the Year' partner, WellChild,*

Simply Supplements and WellChild will be actively exploring a variety of ways in working together to raise vital funds, including staff fundraising activities and product related promotions. As a first step in their support for WellChild, Simply Supplements will be undertaking a promotional campaign launching in September 2009 through to the New Year – in which they will be donating £1 to WellChild from every sale of their new and exclusive hematite magnetic bracelet. The bracelets come in the form of attractive jewellery with the added benefit of magnetic therapy, which is believed by many people to naturally support health and wellbeing. The bracelets are for sale through Simply Supplements' mail order brochures and on their website [www.simplysupplements.co.uk](http://www.simplysupplements.co.uk).

Carole Davidson, Marketing Executive at Simply Supplements celebrated the new partnership with WellChild in saying "Whilst at times like these, customers are looking for discounts and promotions when it comes to buying daily essentials such as supplements, we also feel that it really is time to move forwards with optimism. Our support for WellChild provides customers with a fresh and welcome burst of positivity as well as an opportunity to join us in supporting the national children's charity in improving the quality of life of so many young people across the UK. Once we were aware of the amazing work that WellChild does with children and families dealing with serious illness and complex conditions, it was clear that the partnership would be extremely rewarding for us both. The work of WellChild is very close to our hearts and we feel that it will be very close to those of our customers too."

WellChild Chief Executive Colin Dyer said he is delighted Simply Supplements have been able to offer support to WellChild. "For a health supplements company like Simply Supplements to want to get involved with WellChild makes perfect sense," he said. "We are delighted to have their support and hope that their partnership with us proves fruitful and useful for us both." Colin went on to explain that "WellChild very much appreciates the support of corporate partners to help us with our work with seriously ill children and their families in the UK. Companies who support us know that, by doing so, they are able to give something back by helping some of the most vulnerable members of our society."

WellChild, with the support of its Patron Prince Harry, helps sick children and their families throughout the UK as they deal with the consequences of serious illness and complex conditions by focusing on three key areas - care, support and research. The charity provides a team of WellChild Children's Nurses who work with families to ensure that children with complex care needs can leave hospital and return home and, through its Helping Hands scheme, WellChild enlists the support of volunteers to tackle practical projects in the homes of sick children. In addition, the charity has invested more than £20 million in ground-breaking children's health research projects.

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