

Release date - immediate

Attention: News desk and Health Correspondents

PRESS RELEASE (1 of 3 pages)

TV star Kate Ford thanks MIDIRS for supporting Baby Lifeline

TV actress, Kate Ford, recently met with staff from UK based maternity information charity, MIDIRS, to thank them for their tireless efforts in raising money for mother and baby charity, Baby Lifeline.

MIDIRS 'Running for your little lives' fundraising campaign aimed to raise £5,000 for Baby Lifeline, the Coventry based charity that raises money to purchase vital life-saving equipment for hospital maternity and neonatal units. This was achieved by a team of nine dedicated staff from MIDIRS taking part in the ASICS British 10K London run, which attracted over 26,000 runners on Sunday 6th July 2008.

The team, some of whom had never run before, began regular after-work training sessions in January on the wide, open spaces of Clifton Down, Bristol. As people's fitness increased, so did the miles. It was worth the effort, as all nine runners finished the course, glowing with tiredness and exhaustion but also knowing that their target of £5,000 had been met.

Kate Ford, a Vice President of Baby Lifeline and also well known for playing Tracey Barlow in the popular UK TV soap series Coronation Street, was delighted to receive the cheque on behalf of the charity on Monday 8th September at the Royal College of Obstetrician's and Gynaecologists (RCOG), with whom Baby Lifeline have strong connections.

Kate said 'The effort that the MIDIRS team has put into raising this money is inspiring to say the least, and I am delighted to receive the cheque on behalf of Baby Lifeline. The aims of both charities are so tightly interwoven, that they deserve recognition, not only

for this fundraising achievement, but for the work that they do for maternity care in general'.

Andy Fisher, MIDIRS Business Manager, who also took part in the run said ' The 'Running for your little lives' fundraising campaign was a great achievement for everyone involved, not only for the money we raised, but also on a personal level. However, it doesn't stop here. MIDIRS will still be helping to promote the work of Baby Lifeline through our contacts in the midwifery world, and we hope that our efforts will help raise further awareness of the great work the charity does in helping raise funds for vital equipment and clinical training for maternity hospitals and services within the UK'.

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For further information contact: Sue Penn on 0117 9077594 or e-mail spenn@midirs.org

Notes for editors:

1. MIDIRS (www.midirs.org) is a Bristol based not-for-profit organisation offering a complete information service to all health professionals, non-statutory agencies or anyone involved in the care of women and their babies during and after pregnancy. Its organisational mission is *'to be the leading international information resource relating to childbirth and infancy, disseminating this information as widely as possible to assist in the improvement of maternity care'*. Over 32,870 customers worldwide trust MIDIRS services to support their education, practice and professional development. Through a continuing commitment to information access, MIDIRS aims to help health professionals provide mothers and babies with the best possible care.
2. Baby Lifeline is a unique national charity offering loving care and support to pregnant mothers and new born babies all over the UK. Funds raised help to supply hospitals up and down the country with equipment ranging from digital weighing scales to major pieces of technology such as incubators and scanners.

The charity is equally proud of the support it gives to training and education programmes for doctors, midwives and other associated health professionals.