



## MEDIA INFORMATION

05 May 2009

### Rock 'n' Roll Emotion

Indie band Oswald are to donate all proceeds from the sales of a latest recording to three UK baby charities.

The unusual move by the hip young band comes after lead singer Tom McCreery and his wife Diann lost their new baby by miscarriage. Tom wrote about the whole experience in one of the band's songs – Little Soul.

The band have agreed to donate any proceeds generated by downloads of the moving new tune in the UK to the charities Baby Lifeline, Sands, and S.P.R.I.N.G.

Tom said: "The whole experience was traumatic for me as the father, but it was a brutal physical and psychological blow for Diann.

"The night Diann was admitted into hospital and we lost the baby, I opened a bottle of wine and wrote Little Soul in just 20 minutes. The whole song seemed to write itself musically and lyrically - it was just a pure outpouring of emotion and honesty. It was my way of coping with the loss of our little baby.

"Men so often don't open up and show their feelings in situations like this because they have to be strong. It allowed me to really vent so much of the pain I was feeling but felt I couldn't show.

"Without writing the song I'm not sure I would have come to terms with it as quickly. I get very emotional every time I play Little Soul - but now it's more of a glowing pride," he added.

Diann said: "The circumstances surrounding this song are unfortunate, I cry every time I hear it but I hope it brings comfort to people as well as raises awareness."

Baby Lifeline was formed by Judy Ledger who suffered the personal loss of three premature babies. Baby Lifeline has raised millions of pounds for maternity units up and down the country to buy equipment ranging from digital weighing scales to major pieces of technology such as incubators and scanners. The charity also provides training for doctors, nurses and midwives.

Sands, stillbirth and neonatal death charity, supports anyone affected by the loss of a baby, and has recently launched its high profile Why17? Campaign, to increase awareness of baby deaths and raise funds for research to answer the question 'Why are 17 babies stillborn or dying shortly after birth every single day in the UK?'

S.P.R.I.N.G. (Supporting Parents and Relatives In Neonatal Grief) was started in 1998 by Heather Matthews, a midwife/counsellor at Poole Maternity Unit in Dorset, after listening to parents and families who had experienced the death of a baby, through miscarriage, stillbirth, termination for foetal abnormalities, and neonatal death. S.P.R.I.N.G. provides immediate support (we are totally funding a bereavement support midwife at Poole Maternity Unit) within the S.P.R.I.N.G. Suite, a safe environment away from the daily events of a busy maternity unit.

Judy Ledger, from Baby Lifeline, said: "The men are often expected to be the strong ones in situations like this, but they do feel the loss too.

"It is a wonderful thing that Tom has done in writing this song. It raises awareness of the terrible pain that families go through when they lose a baby. The fact that Tom and Diann have agreed to talk about their story will help so many others who are going through similar experiences. It also allows us to tell these people that we are there to help them."

Neal Long, Sands Chief Executive, said: "Tom's song had a huge impact on me when I heard it and I would urge everyone to listen to it. Not only is it enormously moving but it so clearly shows the devastation that losing a baby has on both parents. Society often puts men into a supportive role when the tragedy of baby loss strikes, but Little Soul gives men permission to grieve and reminds society that fathers need our support to."

Kate Ward, Chair of S.P.R.I.N.G, said: "I applaud Tom for drawing attention to Dads' feelings and emotions, something that so many men feel unable to show. S.P.R.I.N.G. recognises the need to support all members of the family at such traumatic times. The S.P.R.I.N.G. suite has a bedroom and bathroom, so that Dad can stay close to his partner and a lounge, where families can be together. The Bereavement Support Midwife guides them through this very traumatic time and we provide monthly support meetings, befriending, counselling and memorial services, to give families the opportunity to acknowledge their baby and its place in the family."

The tune is available from [www.oswaldtheband.com](http://www.oswaldtheband.com) or log on to [www.babylifeline.org.uk](http://www.babylifeline.org.uk), [www.uk-sands.org](http://www.uk-sands.org) or [www.springsupport.org.uk](http://www.springsupport.org.uk) to donate to one of Oswald's chosen charities.

### **ENDS**

For further information about the Oswald song Little Soul and for interviews with Tom, please contact [georgie@randrworld.com](mailto:georgie@randrworld.com) or call 07956996601.

For more information on the charities that are being supported, please contact:

Helen Barklam at Baby Lifeline, tel: 01772 316924 or email [helen@avaandgrace.com](mailto:helen@avaandgrace.com).  
[www.babylifeline.org.uk](http://www.babylifeline.org.uk).

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