

## PRESS RELEASE

October 2011

### **Local Artists come together at Menai Bridge to launch new charity CD**

Following the success of their sponsored teddy bear walk on 25 September, which raised over £300, Dawn and Paul Williams of Caergeiliog, Anglesey are all set to host their fundraising evening on 11 November, to raise much needed funds for Sands, the stillbirth and neonatal death charity.

Sands provided invaluable support to the couple following the stillbirth of their son, Adam, in February 2009.

The fundraising evening will be hosted on Friday 11 November at the Victoria Hotel at Menai Bridge, and during the evening Dawn and Paul will be launch a new compilation album 'Angels in Our Hearts' in memory of Adam. Many of the local artists featured on the CD will be taking to the stage on 11 November and those attending will have the chance to hear Matthew Bolton, Dion Jones, WelshCeltify and Casi Wyn amongst others. Local band, Mojo Saloon will bring the evening to a close.

Dawn says, 'We would like to say a huge thank you to everyone who signed up for our sponsored teddy walk as this has given us the extra money needed to press ahead with the production of our CD. More money was raised than expected so we have already begun to donate to Sands. We would urge everyone to come along on 11 November as we have a great night in store with some fantastic local singers donating their time free of charge to help us raise as much as we can.

'Adam was stillborn at 33 weeks and although there isn't a Sands group on Anglesey, the charity has been a great support to me and Paul, so we just want to raise as much money as possible on the night through sales of our CD – which will be available for £5.'

Tickets for the fundraising event cost £6.50 and are available by contacting Dawn on 07970 571861, or email [dawnw85@hotmail.co.uk](mailto:dawnw85@hotmail.co.uk)

Alternatively people can donate the ticket price on Dawn's Just Giving site [www.justgiving.com/sandsalbumlaunch](http://www.justgiving.com/sandsalbumlaunch) and she will email a ticket in return.

'Incredibly 17 babies are stillborn or die shortly after birth every day in the UK (11 are stillborn and 6 die within 28 days of birth) and we know that money raised will help Sands fund much needed research or provide support for groups around the country, but it means so much to us that it will all be in Adam's memory.'

Please visit [www.justgiving.com/sandsalbumlaunch](http://www.justgiving.com/sandsalbumlaunch) for more information.

**ENDS**

For further information, please contact:

Lyn Peters – 01394 385865

or

Lisa Wardle – 07554 454309

**Key Information about Sands:**

Sands, the stillbirth and neonatal death charity, was established by bereaved parents in 1978 and obtained charity status in 1981.

Sands core aims are to:

- Support anyone affected by the death of a baby;
- To work in partnership with health professionals to improve the quality of care and services offered to bereaved families; and
- To promote research and changes in practice that could help to reduce the loss of babies' lives

Helpline: 020 7436 5881

Office: 020 7436 7940

Web: [www.uk-sands.org](http://www.uk-sands.org)

E mail: [info@uk-sands.org](mailto:info@uk-sands.org)

**Sands Why 17? campaign:**

Sands Why17? campaign asks a simple question. Why in spite of medical advances, do 17 babies die every day in the UK? For some of these deaths we simply do not yet know enough to be able to say why. Further research is needed.

**The Facts today:**

- 17 babies die every day in the UK (11 are stillbirths, 6 are neonatal deaths) totalling almost 6,500 baby deaths a year - the equivalent of 16 jumbo jets crashing every year with no survivors.
  - This is four times the number of people who die every year of MRSA (1,593 MRSA deaths in 2007, UK Statistics Authority).
  - This is double the number of adults who lose their lives on Britain's roads every year (2007 – 2,940 people were killed on the roads, Department of Transport).
  - Ten times more babies are stillborn than die of cot death every year in the UK.
  - The stillbirth rate has remained almost unchanged in the UK for the past 10 years.
- (CEMACH)
- Stillbirth is when a baby is born dead after 24 completed weeks of a pregnancy
  - Neonatal death is when a baby is born alive but dies within the first 28 days of life

But increasingly, Sands believes that many of these deaths are potentially avoidable. The devastating impact of the death of a baby on the parents and their families and friends could be prevented.

What is needed is better antenatal care, increased funding for maternity services, more midwives and increased funding for research.

Sands Why17? campaign is seeking to raise £3million over the next 5 years to;

1. Focus public awareness on why, tragically, 17 babies a day in the UK are stillborn or die within the first twenty eight days of life;
2. Promote changes in antenatal practice that could prevent babies from dying;
3. Identify and support key research which could provide further information on why so many babies are dying