



making the
difference

MEDIA RELEASE

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Mums in the Window – a FUNDRAISER WITH A DIFFERENCE ***Eve's Gift – keeps on giving***

As a unique way to join in the **Women's & Children's Hospital Foundation's Mothers May celebrations**, a group of 10 Adelaide mums will model lingerie in the shop window of Adelaide Arcade retailer: **EVE'S GIFT**.

Carley Davies, owner of Eve's Gift said: "I have had first-hand experience of the Hospital's wonderful work with the birth of my own children and we wanted to find a way to support the WCH Foundation in its work for mums. *Mums in the Window* is to us about celebrating the beauty of every woman while raising vitally needed funds."

On the question of why she'll be making her debut "modelling" appearance, Mum Jen Bais said "My daughter Georgette was born premature at 27 weeks in the WCH and we spent a total of 100 days there after she was born. This is an opportunity for me to give back a little of the support my daughter and I received". She said that her friends and family were so supportive and hopes to raise in excess of \$1,000 for her appearance.

WCH Foundation Executive Manager – Philanthropy, Sandy Myhill said: "Eve's Gift has really done a tremendous job in putting this fundraiser together and we are thrilled to be involved. *Mums in the Window* is a brilliant example of how supporters can get really creative and have a lot of fun while raising money for a good cause".

PHOTO/VISUAL OPPORTUNITY

- WHAT:** **Mums in the Window fundraiser for the Women's & Children's Hospital Foundation** - meet some mums who are putting their bodies on the line (and in the window) of lingerie store: **Eve's Gift**
- WHEN:** **11am – 4pm, Saturday, 8 May 2010**
- WHERE:** Eve's Gift, Shop 31 Adelaide Arcade, Rundle Mall, Adelaide

As the official charity for the Women's & Children's Hospital, the WCH Foundation exists to help the Hospital provide world class care and facilities to the thousands of women, babies and young people who are treated there every year.

Media Inquiries: Francene Connor, WCH Foundation 8464-7909 or 0447 905 750