



LauraLynn  
House



Press Release  
Wednesday 6<sup>th</sup> January 2010

## **Miriam O'Callaghan launches Airtricity's electrifying new fundraising drive for Ireland's first children's hospice**

***For next 5 weeks, Airtricity to donate €5 for every customer who switches online at Airtricity.com to LauraLynn Hospice at Children's Sunshine Home***

RTE personality and patron of the LauraLynn Children's Hospice, Miriam O'Callaghan, has today (Wednesday 6<sup>th</sup> January 2010) launched an electrifying new fundraising drive by Airtricity to support the building of Ireland's first-ever children's hospice.

Joining Miriam for the launch, which took place in the Children's Playground at Dublin's Herbert Park, were Jane McKenna, founder of the LauraLynn Hospice Foundation, and Kevin Greenhorn, Managing Director of Airtricity, along with young stars Ben Middleton (9) and Kate Byrne (6) from Dublin. Ben and Kate are the young vocal stars of 'Conor' and 'Orla', the animated brother and sister who star in Airtricity's current marketing campaign.

Airtricity, which currently supplies 150,000 customers with cheaper and greener electricity, is offering domestic customers up to 13% off ESB unit rates – the equivalent of 5 weeks free home electricity.

To celebrate that fact, Airtricity is announcing that over the next five weeks, to 5<sup>th</sup> February, Airtricity will donate €5 for every customer who switches online at Airtricity.com to Ireland's first-ever children's hospice – the LauraLynn Hospice at the Children's Sunshine Home.

Building work for the LauraLynn Hospice has commenced on the grounds of the Children's Sunshine Home in Leopardstown, Co. Dublin, and is scheduled for completion in February 2011. When open, the LauraLynn Children's Hospice will bring comfort, peace and happiness to terminally ill children, their parents and their siblings. Support is vitally important to help relieve the strain, both physical and emotional, involved in caring for any child with life-limiting illness – illnesses such as Muscular Dystrophy, Battens Disease, Hurler's Disease & Cystic Fibrosis. The aim of the LauraLynn Hospice at the Children's Sunshine Home is to *'Put life into a child's day, and not days into a child's life'*.

Launching the fundraising drive, Miriam O'Callaghan, says: "It's an honour to be patron of LauraLynn House and fantastic that Airtricity is supporting this worthy cause. The Children's Sunshine Home provides wonderful respite, transitional and end-of-life care to children and support to their families. Ideally a child should be in their own home, but where this isn't possible, LauraLynn House will be a 'home away from home' and will give families choices."

Founder of the LauraLynn Hospice Foundation, Jane McKenna adds: "Access to appropriate end of life care should be available to every family. Nothing can ease the pain of losing a child, but the right care can at least give quality to the child's life, however short. *'Putting life into a child's day, not days into a child's life'* – it's what we know our girls, Laura and Lynn, would have wished for."

Kevin Greenhorn, Managing Director, Airtricity, comments: “We’re delighted to launch this exciting new initiative and look forward over the next five weeks to raising as much funds as possible to help build Ireland’s first-ever children’s hospice. At Airtricity, our commitment is to ‘*energy made better*’ – that’s why we’re Ireland’s greenest and cheapest energy supplier. We believe that through this initiative over the next five weeks, our energy will not only help domestic customers to reduce their costs and carbon emissions, but will also make a very real contribution to the outstanding work of the LauraLynn Hospice and the Children’s Sunshine Home, and to our community as a whole.”

Airtricity is the proud sponsor of ‘Miriam Meets...’ on RTE Radio 1. In addition to monies raised through the fundraising initiative, Airtricity is making a gratuity to the LauraLynn Hospice on Miriam O’Callaghan’s behalf.

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