



Children's
Hospital Foundations Australia



PRESS RELEASE

Bubbaroo® announces partnership with Children's Hospital Foundations Australia

Bubbaroo® is proud to launch their partnership with Children's Hospital Foundations Australia (CHFA). From 1 December 2010, part proceeds from the sale of all Bubbaroo® products will be donated to CHFA, helping to raise funds for the five major Children's Hospitals in Australia. These funds will be used for research, services and equipment.

Bubbaroo® Founder and Managing Director, Nicole Cassey has very personal experience with Children's Hospitals, with her own children admitted on several occasions to Princess Margaret Hospital (PMH) in Perth.

"My first experience at PMH was with my eldest child, Jacob, when he had bilateral inguinal hernia operation at 4 weeks of age. Jacob was diagnosed with gastro oesophageal reflux disease and was failing to thrive. At 7 weeks old, we took him back to PMH where we were admitted for 7 days. Jacob was closely monitored and a strict feeding regime was implemented until he began slowly gaining weight.

Our second experience at PMH was with my second child Emily. Emily was admitted to PMH at 4.5 weeks with suspected Meningitis. Emily was placed on IV antibiotics and further tests were conducted. Thankfully Emily didn't have Meningitis but was diagnosed with the Entro virus.

The Doctors and Nurses at PMH were fantastic. I knew my children were in very safe hands, the work they do is truly amazing.

I think you would be hard pressed to find an Australian family that hasn't been touched by a Children's Hospital. Bubbaroo's partnership with CHFA is a chance for us to give something back to such a worthwhile cause and to really make a difference."

Now entering its fifth year of operation, Australian owned and operated Bubbaroo® continues to flourish as it grows a strong and loyal customer base, helping to make this successful Australian brand a household name.

Designed for function, comfort and safety, without compromising style, the Bubbaroo Joey Pouch® Swaddling Bag and Joey Swag® Sleeping Bag allow babies to stay warm and covered all night without the need for excess blankets in the cot, assisting to reduce the risk of SIDS.

"We are delighted to partner with Bubbaroo", said Sarah Wyndham Business Development Executive at Children's Hospital Foundations Australia. "It is through the genuine support of organisations like Bubbaroo that we can help enhance the lives of sick and injured children hospitalised nationally."

Bubbaroo® and CHFA look forward to a fruitful and long lasting partnership to benefit Children's Hospitals across Australia.

Further Information

Contact Us - Check us out at www.bubbaroo.com.au or call Cate Carroll on 08 9226 2981 or 1300 BUB ROO (1300 282 766) if you have any queries or require further information.

About: Children's Hospital Foundations Australia is the national partnership of five of Australia's leading children's hospitals:

- Princess Margaret Hospital Foundation WA
- Royal Children's Hospital Foundation QLD
- Sydney Children's Hospital Foundation NSW
- Royal Children's Hospital Foundation VIC
- Women's & Children's Hospital Foundation SA

Collectively the five hospital partners treat or admit over 1,000,000 children every year. Together they form the major, non-government funding bodies for clinical research, equipment and patient/family hospital services in our children's hospitals. www.childrenshospitals.org.au



Royal Children's Hospital Foundation QLD
Royal Children's Hospital Foundation VIC
Sydney Children's Hospital Foundation NSW
Women's and Children's Hospital Foundation SA
Princess Margaret Hospital Foundation WA

