

Lorraine Lea Linen's

Party for Kids with Cancer®

is an ongoing tradition

Lorraine Lea Linen established the Party for Kids with Cancer® fund in honour of the company's founder, *Peter Ryan*, who lost his battle with cancer in 1999. Donations are raised by Lorraine Lea's Australian and New Zealand Sales Consultants and Hosts when they hold linen and manchester parties during a special two-week period.

The aim of the cause is to provide much needed additional services and equipment to major hospitals that specialise in treating children and adolescents with cancer, and each year a different hospital is the recipient. Donating monies directly to the hospital enables the company to ensure the full amount is spent within the selected hospital to help improve the quality of the patients' lives. Previous recipients of Lorraine Lea Linen's Party for Kids with Cancer® funds include:



2010	The Women's and Children's Hospital, Adelaide	\$100,000
2009	The Peter MacCallum Institute, onTrac@PeterMac, Melbourne	\$106,000
2008	Starship Hospital, Auckland (NZ\$115,000)	\$99,498
2007	Sydney Children's Hospital, Sydney	\$74,991
2006	Mater Hospital, Brisbane	\$71,287
2005	Royal Hobart Hospital, Hobart	\$63,312
2004	Princess Margaret Hospital for Children, Perth	\$64,000
2003	The Women's and Children's Hospital, Adelaide	\$23,000
2002	The Peter MacCallum Institute, Melbourne	\$22,000
2001	Sydney Children's Hospital, Sydney	\$20,200
2000	Mater Hospital, Brisbane	\$8,000

Total raised \$652,288

A: *Adrian Ryan* presents Sam Tolley, CEO of the Women's & Children's Hospital Foundation, Adelaide with a cheque for \$100,000, alongside SA Managers and Consultants (left to right) *Helen Smith, Ann McNamara, Kirsty Baker, Mandy Ingenito and Carolyn Edwards*.

B: *Adrian Ryan*, along with Australian Netball Diamonds players *Sharelle McMahon and Julie Corletto*, presents The Peter MacCallum Institute (onTrac@PeterMac) with a cheque for \$106,000.

C: Let the competition begin: *Adrian Ryan* competes against 'Xena, Warrior Princess' (*Lucy Lawless*) in a bed-making competition at Starship Hospital, Auckland, NZ.

D: *Adrian Ryan* with 4-year old *Sophie*, a patient of Sydney Children's Hospital.



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The \$100,000 raised in 2010 will help enrich the experience for young cancer patients waiting to undergo treatment at the new Michael Rice Centre for Haematology and Oncology. "The money will go towards a fantastic makeover to three new waiting areas of the new Michael Rice Centre for Haematology and Oncology. The Children's Play Room, Adolescent Lounge and Kids Zone waiting room will feature new furniture, gaming equipment, TVs and DVDs with the highlight being a new Interactivity floor, which is a first for the hospital," said Sam Tolley, CEO of the Women's & Children's Hospital Foundation, the official charity of the Women's and Children's Hospital. "It will go a long way towards creating a bright, fun and homely atmosphere for young children, for whom a visit to hospital can often be a difficult experience."

"This use of the funds matches perfectly with the aim of the Party for Kids with Cancer® campaign," said Lorraine Lea Linen Company Director *Adrian Ryan* at the cheque presentation, "which is to help improve the quality of life for child and adolescent cancer sufferers."

The \$106,000 raised in 2009 went to help patients in Peter Mac's onTrac@PeterMac, which enjoys a national and international reputation for providing best-practice care to young people with cancer through a full range of services, from clinical to social and educational needs.

Going to a New Zealand hospital for the first time in 2008, the NZ\$115,000 raised was used by Starship to rebuild its cancer unit; specifically the provision of eight single inpatient rooms for pre-teens who need the space to recover away from much younger patients.

In 2007, Sydney Children's Hospital used the donation on a number of projects to bring long-term improvements in the lives of young cancer patients and their families.

In 2006, the \$71,287 donation was put to use by Brisbane's Mater Foundation to purchase research equipment.

2005's donation was used by the Royal Hobart Hospital to purchase equipment to enable children with cancer to be at home with their family.

In 2004, Lorraine Lea Linen's contribution funded the painting of several giant magnetic murals on the walls of the adolescent oncology wing at Perth's Princess Margaret Hospital for Children.



Joanna bears her soul

A MULLALOO woman has taken the plight of children with cancer to heart and has helped raise \$64,000 for the oncology unit at Princess Margaret Hospital.

Joanne Sivec said she wanted to do what she could to help patients such as five-year-old Shaun Knowles, who was diagnosed 12 months ago with leukemia and who now spends a great deal of time in hospital undergoing painful procedures.

Ms Sivec, a manager of a linen company, said selling bears to customers during the year had raised the money.

"In the past 12 months our consultants and party hosts around the country have shown amazing support for this initiative by donating profits and buying our special PJ bears," she said.

The money will be spent on creating magnetic murals in the oncology treatment rooms. They will feature Jungle Book characters, underwater and desert scenes, to help young patients relax during their treatment.

Oncology unit clinical nurse manager Gaye Dadd said the murals had an amazing effect on the children.

"With the help of parents and activity co-ordinators the children focus on the story telling and forget what is happening to them," she said.

"In the past many children needed general anaesthetics for procedures like bone marrow biopsies and lumbar punctures, but the story-telling with the murals often acts as a diversion and we find fewer children needing anaesthetics." She said the children would be asked what they wanted on the new murals.

Adrian Ryan, of Lorraine Lea Linen and regional manager Joanna Sivec visit Shaun Knowles in the Jungle Room in the oncology unit at PMH.

We invite you to become involved in the Party for Kids with Cancer® cause by hosting a party in August and contributing part or all of your Host Credits. Cash donations are also much appreciated.

- E: *Adrian Ryan* and QLD Managers presenting the cheque to the Mater Hospital in 2007.
- F: *PJ Bear*, the fundraising mascot. \$3 from every *PJ* sale is donated to the fund.
- G: *Adrian Ryan* and *Jeanette Martin* hand over the big cheque for \$63,312 to the Royal Hobart Hospital.
- H: Local press story from Perth.