



**October 28, 2016**

## **Teams make bid for glory in hospice Shop Wars**

Staff from McCurrach are staging a takeover of three of The Prince & Princess of Wales Hospice shops around Glasgow today in a charity fundraising Shop Wars.

The idea is to raise takings at the Govan, Easterhouse and Castlemilk shops, helping to boost profits for the hospice along the way.

McCurrach is an experienced field sales agency that focuses on driving sales at the point where the product meets the person. It shouldn't be too difficult for the three teams – TOWIE or The Only Way is Easterhouse, The Little Shop of Horrors in Castlemilk and the Govan'rs - to use their skill and expertise to benefit the hospice.

"We've been working with some of the world's best-known brands for more than a century, meaning we can bring decades of experience, relationships and insights to projects. Working across the UK and Ireland, we have more than 1000 colleagues delivering amazing results for our clients' brands across the fast-moving consumer goods, technology and financial services industries," said Kerry McColl of McCurrach.

"Our colleagues have been working hard over the past 18 months to raise funds for the hospice and have taken part in bake sales, fancy dress days, set up swear jars, raffles, taken part in runs and cycle rides, and have so far raised more than £12,000.

"We thought we should try and put our retail knowledge to good use which is why we're getting involved in Shop Wars. With most of our colleagues coming from a retail sales background, the stakes are high to see who can raise the most money on the day."

The Prince & Princess of Wales Hospice has been the nominated charity of McCurrach for more than two years and the company is aiming to raise £20,000 for the £21million Brick by Brick Appeal to build a new home for Glasgow's Hospice in Bellahouston Park.

McCurrach is an ambitious supporter of the hospice.

"We are delighted that staff from McCurrach have taken on the challenge to compete against each other in Shop Wars," said Bobby Grant, retail development manager at The

Prince & Princess of Wales Hospice.

“It promises to be a fun-packed day and we are asking as many people as possible to visit our Govan, Castlemilk and Easterhouse shops to support them.”

## **ENDS**

### **Notes to Editors:**

#### **About The Prince & Princess of Wales Hospice**

The Prince & Princess of Wales Hospice at Carlton Place, Glasgow, is a charity, founded in 1980.

We provide free person-centred and family-focused palliative care and support. Our specialist staff and wonderful volunteers are trained to work with those individuals and families who are living with significant challenges to their health and wellbeing.

In day care and on the wards, more than 1200 patients and families are cared for every year.

The hospice depends on the generosity of supporters and the community to raise the £3.1m annually in voluntary donations that is required to maintain our invaluable services for the people of Glasgow.

We have outgrown our much-loved hospice building – it no longer meets our requirements or vision for the future of care of patients and their families – and are raising £21m to build a brand new, purpose-built hospice on a leafy green site in the city’s Bellahouston Park. The foundations go down in 2016 and patients are expected to move in 2018.

Our aim is to bring 21<sup>st</sup>-century hospice care to the people of Glasgow, a major step forward in the provision of palliative care services, providing us with the flexibility to develop and improve our services and lower our age limit to 15-year-old patients.

Issued by The Prince & Princess of Wales Hospice.

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