



## **Exeter Leukaemia Fund launches The Chevithorne Appeal - to keep families together**

**Press Release for immediate release**

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**Exeter Leukaemia Fund welcomes partners for its Chevithorne Appeal**

Exeter Leukaemia Fund (ELF) believes that no patient should face critical illness or the end of their illness alone. That is why it is launching The Chevithorne Appeal this March. ELF welcomed its supporters to a launch event at The Guildhall to find out more.

Exeter's Lord Mayor, Councillor Percy Prowse spoke about the fundraising activities that he has organised in the past 10 months for the charity and then guests found out how companies can further support the work of ELF.

The Chevithorne Appeal aims to raise £420,000 to fund a family suite at the Royal Devon and Exeter Hospital (RD&E). The Haematology service at the RD&E is a recognised centre of excellence and the patient is at the heart of all treatment. Facilitating relatives or loved ones to be able to stay with the patient is part of providing holistic care and the Suite will provide a private, comfortable space distant from the highly clinical environment of the ward but with rapid access to hospital facilities and the healthcare professionals that patients need.

“We are thrilled to launch The Chevithorne Appeal and are looking for corporate partners who can support us in a variety of ways from taking part in event and promoting the charity through their

social media channels to choosing ELF as their charity partner.” Mags Naylor, Chief Executive, Exeter Leukaemia Fund.

“We know that, particularly at times of severe illness or difficult treatment, patients need not only excellent physical care but comfort, privacy, dignity, and the opportunity for loved ones to be able to stay with them. This is especially, though not exclusively, true toward the end of life and for younger or more vulnerable patients. These patients have the greatest need for the presence of those they are close to, access to private space distinct from the clinical environment of the ward and, for younger patients in particular, greater access to information, media and distraction technology.

The aim of the Family Suite is to match these needs by providing not only an enhanced indoor environment of greater privacy, dignity, comfort and space but also a protected outside area for its users to have time out from quite often very difficult and stressful situations” Dr Anthony Todd, Haematology Consultant.

There are loads of ways to become involved in the Chevithorne Appeal, from Skydiving and cycling to organising a community event or buying a brick. To find out more, please visit

[www.elfcharity.org.uk](http://www.elfcharity.org.uk).

#### **Notes to editors**

For more information contact Alison Upton on [Alison@elfcharity.org.uk](mailto:Alison@elfcharity.org.uk) or call 01392 247725.

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Find us on Facebook at [www.facebook.com/elfcharity](http://www.facebook.com/elfcharity).

ELF was established in 1987 and aims to lighten the load of families affected by blood cancers and blood disorders. It provides transport, accommodation and guidance services to families whose lives have been turned upside down following a diagnosis. ELF also funds roles within the Haematology Ward and research into treatment. The Chevithorne Appeal will further support critically ill patients and their families.