



Cornwall **Hospice** Care
Caring for our community

MEDIA INFORMATION PACK 2017

Registered Charity No. 1113140

Cornwall Hospice Care

A short background

**It's hard to not know who Cornwall Hospice Care are...
but do you really know what we do?**

Cornwall Hospice Care is a leading independent Cornish charity, providing care and support for patients over the age of 18 with life limiting illnesses. We do this within our two dedicated and specialist Cornwall based hospices, in the counties hospitals and nursing facilities and where appropriate, in people's homes. As well as clinical excellence, compassion and personalised patient care, we provide ongoing support to families and loved ones going through some of the most difficult times they will ever encounter.

Our charity has succeeded in becoming a household name across the county through our hard work and dedication, but we rely almost completely on the generosity of the public so we can continue to provide our services and care at no charge to our patients.

Did you know it costs £8.4 million to run our charity and with only a very small grant from the NHS it means we have to raise a staggering £7.25 million every year?

With this in mind, we'd like to explain how you can get involved.



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Cornwall Hospice Care Magazine

Twice a year at Cornwall Hospice Care we write and send out a magazine to our supporters. Through this magazine we let our friends know about the latest hospice news, share real life stories, details of events they can get involved with and we encourage their continued support.

As with everything, this all comes at a cost, and the charity can only afford to produce the exact number of magazines we need to send out, meaning we then have no spare ones to encourage new contributors or to help us raise a greater awareness across the county.

We are working on a project to produce an additional 5,000 copies of our bi-annual magazine, at no extra cost to us, to be given out over the next 6 months at charity events, in the hospices, partner hospital wards and in our highly effective shops across the county..... and this is where you come in!

We are looking for a limited number of commercial partners to support the magazine through advertising or editorial. There are 12 pages that will be given over to companies or organisations with relevant services or products to support the patients and families engaged with the charity, or to the members of the public picking up a copy at a fundraising event or charity shop.

Commercial Opportunities Include: *

Full Page	£225	154 x 216mm (Inc 3mm Bleed)
Half Page	£150	138 x 97mm
Quarter Page	£80	97 x 65mm

For more information or to get a better idea of how your contribution will both support the charity, and provide you with an engaged platform of readership, call Eleanor Mason on 01209 808118 or email eleanor@eventpp.co.uk



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* Subject to VAT



“As a charity we need to be as cost effective as we can.

Thanks to your support last autumn we were able to produce an extra 5,000 copies of our newsletter at no cost to us. This in turn helped us to spread the word about what we've been doing in Cornwall to many more people. Thank you to all those who took an advert and helped make a difference.”

Tamsin Thomas

Head of PR & Communications
Cornwall Hospice Care