

Media Release

Perth icons launch Posh Frocks for Premmies Appeal

Friday, 15 April 2016

Perth Lord Mayor, Lisa Scaffidi and local celebrity, Famous Sharron, have joined the Women and Infants Research Foundation (WIRF) in calling for all fashionable women across Perth to get behind the Foundation's Posh Frocks for Premmies 2016 Appeal.

The Appeal, which will raise much needed funds for the Western Australian Preterm Birth Prevention Initiative, is asking women to scour their wardrobes for pre loved ball gowns, bridesmaid dresses, and formal dresses as part of the donation ask.

Preterm birth remains the single, largest cause of death and disability in children under five years of age. Approximately 3000 babies are still born preterm in Western Australia. The Initiative along with the public health campaign, The Whole Nine Months, aims to reduce this rate by 35 per cent by 2019.

WIRF Operations Manager, Tina Williams explains that the Appeal is a fantastic way for people to make a real difference and clear up some much needed closet space.

"We understand that a lot of people today are already involved in regular giving or are unable to donate money directly for a number of reasons. The Posh Frocks Appeal is all about supporting research to prevent preterm birth in an entirely different way," she said.

"I think we all have dresses that are just hanging in our wardrobes almost smirking at you when you look at them. Perhaps they're now out of fashion or not the right size. Whatever the case, we'd love to have them as part of our Appeal.

"For potential buyers, this is a great opportunity to look fabulous with a designer dress at a fraction of the cost."

Well known WA celebrity, Famous Sharron has been named as the ambassador for the Appeal which will run through to Friday, 17 June 2016.

Dresses can be donated directly at the King Edward Memorial Hospital Op Shop located in Subiaco. For more information contact 9340 1437.

The Western Australia Preterm Birth Prevention Initiative aims to safely lower the rate of early birth, save lives and prevent lifelong disability. For more information visit:

www.thewholeninemonths.com.au

ENDS

Media opportunity: Perth Lord Mayor, Lisa Scaffidi, Famous Sharron and others who have donated ball gowns will be available for a photo opportunity on Tuesday, 12 April at 9.30am outside the King Edward Memorial Hospital Op Shop. The Op Shop is located at the western most point of the Centenary Building (Building C) on the [attached map](#).

Media contact: Richie Hodgson, 0408 128 099, richie@wirf.com.au

Media Release

Background: The Women and Infant's Research Foundation is Australia's leading independent research institution dedicated to improving women, infants and reproductive health. We have a proud 40-year history of scientific discovery and public health achievement centred on the eradication of disease and the reduction of illness in women and babies of all ages. WIRF are closely affiliated with King Edward Memorial Hospital (the only tertiary level perinatal centre in Western Australia) and the School of Women's and Infants' Health at The University of Western Australia.