

# Media Release

## Designer Baby Clothes for a Cause

15 October 2013

Keira Bury, of West Perth, is cleaning out her baby closets to donate their best pre-loved clothing to those who need it most. And she might win some new children's designer garments in the process.

The Women and Infants Research Foundation (WIRF), based at King Edward Memorial Hospital (KEMH), in association with Playgroup WA and local boutique children's stores, Uber and Klein and Ball and Skittle, are running a 'Designer Donation Drive' to source quality clothing stock for the hospital Opportunity Shop.

The Foundation is encouraging people to get their playgroup, mother's group or classroom together and donate a few of their best pre-loved baby and kids clothing (from premies to kids size 4), women's wear (for new and expectant mums), prams, port-a-cots, baby blankets, toys or books.

One lucky designer donor group will win an end of year celebration with a festive morning tea, gift vouchers for the kids from Uber + Klein and Ball & Skittle, plus a group photo session with the WIRF First Photographer.

'After having two kids I was ready to clean out the wardrobes. My babies grew so fast, some of their clothes have been barely worn and could be used by those less fortunate', said Keira.

Not only does the Op Shop provide patients of KEMH with inexpensive baby clothing, it also raises funds for the hospital's research foundation which investigates major health issues affecting newborns, reproduction and women's health at all ages. The Foundation is hoping to raise additional funds for its research by improving the quality of stock in the Op Shop.

You can drop your donation bag labelled 'Designer Donation' directly to the Op Shop at KEMH on Bagot Road Subiaco, from Monday to Thursday from 9.30am – 12.30pm. Be sure to include an entry form to be eligible to win the prize, these can be found on the WIRF website at; <http://wif.com.au/designer-donations>. Entries close Friday November 15<sup>th</sup>.

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