

## Press Release

Date: 03/01/04

### Crosby Works with Alder Hey

Crosby worked with Alder Hey Hospital, Liverpool to setup a donation by text message system. The service which was advertised both in the hospital and on 107.6 Juice FM over the Christmas period received a substantial amount of donations, all at £3 each.

Many people from all around the city donated by text message, of which live results were delivered to the studio in real-time, allowing the presenter to push the need for more donations if the initial uptake was slow.

**Matthew Wilson MD of Crosby said,** Alder Hey are certainly a worth while cause and Crosby gave its development costs as its donation to the charity, it shows that donations by text do work and work well, I'm sure we'll be doing something again similar next Christmas.

The Alder Hey Trust has a first class reputation for saving the lives of sick children and a proud history of medical achievement and clinical innovation. It is an international centre of excellence, treating more than 200,000 children a year from 17 North West health authorities, 2 health authorities in North Wales and Shropshire, and also provides significant paediatric support to the Isle of Man. As well as being a tertiary referral hospital for many conditions, with paediatric specialists for most areas in children's medicine, it also provides the general paediatric service and clinics for the locality.

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