

11 May 2011

**Walkers across Britain urged to put their best foot forward this June and join in Sands new 'Walk for Life' campaign to help save babies' lives.**

17 babies are stillborn or die shortly after birth every day in the UK, and Sands, the stillbirth and neonatal death charity, during its June Awareness Month is appealing to everyone to take part in its new 'Walk for Life' campaign.

Carolyn Bray, Fundraising Manager for Sands says: 'We are asking people up and down the country, young or old, community groups, schools and nurseries to come together and walk a minimum of one mile during June. It's an ideal opportunity to get out in the sunshine and walk for fun, whilst raising sponsorship, perhaps in memory of someone, and to raise awareness of Sands.

'By taking part in Sands 'Walk for Life' campaign, supporters will be helping to raise funds to support bereaved families whose babies have died, and raise funds for much needed research into why so many babies are dying in the UK.'

New research has revealed the shocking reality that the UK has one of the highest stillbirth rates in the developed world and incredibly during June alone, more than 500 families will be devastated when their much loved son or daughter is stillborn or dies in the first few weeks of life.

'We are hoping that over 250 people will organise a Walk for Life or take part in one of our national events during Sands Awareness Month this year. Raising just £200 from an event will provide an amazing £50,000. This amount of money could fund key research that Sands would like to undertake on unexplained stillbirths. Alternatively, £1,000 raised could enable a local Sands group to be set

up and run for 12 months to provide families with monthly support meetings and telephone support in their area, or £12 can provide dedicated telephone or email support and a bereavement support pack to a bereaved parent or family member.'

Making a donation to Sands couldn't be simpler – just text **SAND17 £5** to 70070

The Sands fundraising team can be contacted on [fundraising@uk-sands.org](mailto:fundraising@uk-sands.org) or by calling 0845 6520 448.

For more information please visit: [www.uk-sands.org](http://www.uk-sands.org)

**ENDS**

For further information, please contact:

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or

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**Key Information about Sands:**

Sands, the stillbirth and neonatal death charity, was established by bereaved parents in 1978 and obtained charity status in 1981.

Sands core aims are to:

- Support anyone affected by the death of a baby;
- To work in partnership with health professionals to improve the quality of care and services offered to bereaved families; and
- To promote research and changes in practice that could help to reduce the loss of babies' lives

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