

Press release

3rd February, 2012

Rachel Allen and Misses Cork 2010 and 2011 support Fashion Fundraiser for Straight Ahead charity, March 9th, Silver Springs

Event to raise funds for Straight Ahead charity which performs free surgeries on degenerative spinal deformities or neuromuscular conditions

Fashionistas will be gearing up for a great night of fun, fashion and fundraising on March 9th at the Silver Springs Hotel in Cork. Kicking off at 7.30pm, Lockdown models – including the current Miss Cork Brianna Dougher and Miss Cork 2010 Mairead O’Farrell – will be showcasing the new collections of some of the Cork region’s finest boutiques.

Rachel Allen will also attend on the night and is providing some generous prizes.

A number of the young boys and girls whose lives have been changed by the surgery to correct their spinal curvature will also be warming the hearts of the audience by showing off the clothes with their fabulous new, straight posture.

Other well known faces will include Minister Simon Coveney, Cork Lord Mayor, Cllr Terry Shannon, Liam Sheehan, Mentalist, Cork Rose of Tralee, Katharine Brennan, plus a number of Cork Footballers and Hurlers.

Boutiques include: Fran and Jane, Cork; Katwalk, Midleton; Madison, Clonakilty; and Jane’s, Kinsale, Kuyichi denimwear and Debenhams, both in Cork. Spectacular Millinery will be provided by Hattitude, Kinsale and Fitzgerald’s in Cork will provide the menswear. For the romantics in the audience, Bridalwear will be supplied by Bijou Bridal.

PfizerPfonics will provide the music at the wine reception, followed by dancing deep into the night to the Love Bugs. Fabulous raffle prizes will include lunches, dinners, a weekend away, something lovely from Newbridge Silverware, a Ballymaloe Cookery course, a signed Munster jersey and gift vouchers.

Tickets cost €28 including goodie bags and for further information please contact: Sinead Dunlea on 086 8311991. Hurry since 400 of the 600 tickets are sold already!

If you can't attend and would like to donate regardless, please visit www.mycharity.ie/event/fashioneventcork/

What: Fashion Extravaganza to raise funds for Straight Ahead the Spinal deformity and neurological disorder charity

When: Friday March 9th, 7.30pm

Where: Silver Springs Hotel, Cork

Contact: Sinead O'Brien 086 8311991

About Straight Ahead:

Straight Ahead is a charity-supported medical initiative developed in Ireland to perform major orthopaedic operations for Irish children on waiting lists in urgent need for surgery. All of these children have progressive spinal deformity, neuromuscular conditions or orthopaedic conditions that deteriorate the longer they are forced to wait.

While many children every year with these problems receive surgical treatment, some cannot be operated on quickly enough due to lack of resources or theatre time available to the surgical teams.

Straight Ahead has been spearheaded by two Cork men: Mr Patrick Kiely, orthopaedic surgeon with businessman Shane Holland acting as Chairman to the fundraising committee.

The HSE and Minister Reilly have undertaken initiatives, to find extra resources through procurement and work-practice efficiencies, and to bring forward activity related funding so that greater efficiency, extra theatre-time and the staff required may become available in the future.

In the interim, very generous private donors and volunteers have raised over €90,000 to ensure that some of the most needy children are looked after as quickly as possible.

Normally 10 such operations could cost up to or over €500,000. Straight Ahead has been able to potentially reduce this to €150,000.

This is achieved, through the support of surgical teams, working within existing children's hospital infrastructures, with donated support of free implants from Irish and international providers of the implants and materials used for such surgery cases.

Already 5 children have successfully been treated. The first operation took place on November 12th and was a great success with four more performed on December 28th, 29th and 30th. Further operations are planned for the spring.