

# Sick Kids to benefit from festive appeal

Charity Christmas cards on sale from today in Paper Tiger

An Edinburgh businessman has today launched a Christmas appeal to raise money for the Royal Hospital for Sick Children (RHSC) following his own daughter's four month stay last year.

Daniel Johnson, Creative Director of the well known Edinburgh stores Paper Tiger and Studio One, was so impressed by the facility and his experience that he has pledged to give something back through a festive fundraising appeal.

Packs of specially designed charity cards, created by the Sick Kids Friends Foundation's (SKFF) illustrator-in-residence, Cate James, are on sale today in Paper Tiger and SKFF's pop up shop in Princes Mall from Wednesday to raise much needed cash for the charity, which supports the hospital. The packs will retail for £4.99 with £1.85 from every pack sold being donated to the appeal.

Daniel Johnson's daughter, Freya, was born prematurely in April last year with a complication to her small intestine. The tiny baby was unable to feed without medical intervention and as a result spent the first four months of her life in the Sick Kids Hospital. Daniel Johnson said: "The Edinburgh Sick Kids is a superb facility and made an extremely difficult period in our lives a far more bearable and positive experience. Our lives were turned upside down when our precious baby was born with health complications but we couldn't have asked for more than the commitment, dedication and care that we received in those first fraught months.

"The work that goes on both in the hospital and through SKFF deserves massive recognition and by dedicating Paper Tiger's 2013 Christmas appeal to the charity we hope to be able to

give something back to demonstrate our appreciation.”

The Sick Kids Friends Foundation is a charity dedicated to supporting the work of the Royal Hospital for Sick Children in Edinburgh. The Foundation provides specialist equipment and facilities to improve the hospital experience for both children and their families.

Chief executive of the Foundation, Maureen Harrison, added: “We are delighted to team up with Paper Tiger for the 2013 Christmas card appeal.

“Freya is one of the many children who pass through the hospital doors each year. Without the support of the wider community and our corporate partners we would be unable to continue to provide vital care for sick children.

“Cate has been working alongside children in the hospital to enhance their creative experience there and has designed some wonderful illustrations for this year’s Christmas cards.

“On behalf of the Sick Kids Friends Foundation, I would like to thank Daniel and Paper Tiger for this generous contribution, which will help us provide life-saving care for some of the country’s sickest children.”

The charity cards will be sold exclusively in Paper Tiger on Stafford Street and the Sick Kids Friends Foundation pop-up Christmas shop in Princes Mall.

Submitted by [Louise Robertson](#)