

## **Gem of an Idea to Help Hospice Raise Funds for Vital Work**

Drakes Fine Jewellers will be helping to raise much-needed funds for St Luke's Hospice when a brand new appeal is launched at Drake Circus Shopping Mall in Plymouth on Thursday April 17<sup>th</sup>.

The 'Gem Appeal' will encourage people to recycle any unwanted or broken jewellery they may have tucked away by donating it to the Hospice for resale or recycling.

Robert Parsons, Director of Fundraising and Communications at the Hospice said: "We are absolutely delighted that Andrew Hirshman and Monique Manfield of Drakes Fine Jewellers have volunteered to help us in this way." He added: "One gold earring or perhaps a broken chain may be of little use as a piece of jewellery but when sold on or melted down the precious metal could help to raise vital cash for the Hospice."

Andrew Hirshman from Drakes Fine Jewellers added: "It is great that we are able to use our expertise to support St Luke's Hospice, which provides such a vital and superb service to the city and beyond. We are calling on all our customers and shoppers to Drake Circus to drop in with any unwanted jewellery – no matter how small – and help us raise our target for this exercise, which is £25,000."

Mike Jones, general manager at Drake Circus, said: "We are very pleased that such an innovative fundraising activity is taking place in the mall. We are confident that Andrew and Monique will reach their target, and we look forward to helping them as much as we can to achieve this."

In order to support St. Luke's Hospice and Drake's Fine Jewellers, Drake Circus is offering free parking to the first 100 people to donate a piece of jewellery to the Gem Appeal. Free car park passes will be available to the first 100 to make a donation from Drake's Fine Jewellers on launch day.

Each year St Luke's Hospice provides highly specialised palliative and end of life care and support to more than two thousand patients with advanced or life-limiting illnesses from across Plymouth, South West Devon and East Cornwall.

It costs more than £5 million annually to run St Luke's and Government funding provides less than 30% of that figure so fundraising must be ongoing in order to keep the Hospice open.

Donated jewellery can be taken directly to Drakes Fine Jewellers at the Drake Circus Shopping Mall or to the Hospice main reception at Turnchapel.

Public Relations Manager, Shirley Smale Tel: 01752 492626

Email: [shirley.smale@stlukes-hospice.org.uk](mailto:shirley.smale@stlukes-hospice.org.uk) Web: [www.stlukes-hospice.org.uk](http://www.stlukes-hospice.org.uk)