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## **JSW Staff Lose Pounds to Give Pounds for Children's Charity**

Staff at a North Staffordshire insurance services company are shedding pounds to support local life threatened children.

JSW Insurance Services have challenged staff to get fitter and healthier as part of a fund raising partnership with The Donna Louise Children's Hospice Trust.

Many staff have signed up to the "14lb club" – pledging to lose a stone in weight over 12 weeks.

Managing Director Nathan Walton said "The company and staff are committed to helping this very worthwhile charity. All staff members have been on awareness raising visits to the hospice and we are all determined to do what we can to help. We have committed to raise at least £5,000 for the charity during 2009 and what better way to start our fundraising than by setting a new year's resolution to all get fitter together."

The fitness challenge will last for 12 weeks and will be followed by many more events throughout the year.

Mr Walton added: "We will be giving members all the support they need by providing nutritional advice, fresh fruit and water, while banning junk food from our offices!"

The Donna Louise Children's Hospice is the only one of its kind in Staffordshire and South Cheshire, providing vital respite and end of life care for children with life threatening conditions.

Melanie Mills, Head of Fundraising & PR for the charity said, "We rely on voluntary income to provide the £2 million needed each year to run our services. We are delighted that JSW have pledged their support and we look forward to working closely with them to achieve their goal of raising £5,000 for us."

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