

April 2019

Press Release

## **TILE MOUNTAIN SPREADS ITS WINGS IN SUPPORT OF THE DONNA LOUISE HOSPICE FOR CHILDREN AND YOUNG PEOPLE**

**The Donna Louise Hospice** has this week launched its **Taking Flight Butterflies campaign** sponsored by **Tile Mountain** and supported by other Staffordshire and Cheshire based businesses. The campaign, which was inspired by Charlotte Thom a former service user at the Hospice will culminate in a stunning butterfly themed art installation comprising 5,000 ceramic butterflies which will take centre stage at Trentham Estate, Staffordshire, from 25th May until 3rd November 2019.

The limited-edition butterfly designs are echoes of paintings by Charlotte, who spent time at the Donna Louise and was a keen artist, completing an A-level in the subject before her death in 2018, aged 20. Each is being crafted by Wade Ceramics and Johnson Tiles, they are available to purchase now at [www.thebutterflies.org.uk](http://www.thebutterflies.org.uk). Following their display at Trentham Gardens, the 5,000 butterflies will be packed and despatched to their individual purchasers by Tile Mountain using its expertise in order fulfilment. The company's support along with that of other supporters means that 100% of the monies raised will go directly to The Donna Louise.

Speaking about the Taking Flight campaign, Tile Mountain's Managing Director, Jeremy Harris, commented:

*"The Donna Louise Hospice is a charity whose efforts in making the lives of very ill children more comfortable is well known throughout the local area and beyond. Charities like this depend on the generosity of their benefactors to carry on the vital work they do and here at Tile Mountain, we're proud to be able to support such a worthy cause."*

*"Rapid end-to-end order fulfilment is our forte and in offering our services alongside notable partners such as Johnsons Tiles, Wade Ceramics and DPD, to name but a few, we're committed to making this initiative a success both as main sponsor and order fulfilment partner."*

*"From November onwards there's nothing more we'd like to see than a busy warehouse alive with the buzz of butterflies being picked, packed and dispatched to those who've purchased them, and given how beautiful the butterflies are and what a brilliant cause they're supporting, we're certain that they'll fly out in their droves and raise a significant amount for the TDL."*

### **Note To Editors**

The Donna Louise was founded with facilities to support children and their families, however, as some of the children reach young adulthood the hospice found a need to expand its services. In 2018/19 a new facility has been built at The Donna Louise to provide care and support for teens as they become young adults. It is a unique facility and the money raised from The Butterflies will help to support this.

**For further press information, expert comment, and images please contact Alex Randell at Big Bark PR E: [alex@bigbarkpr.co.uk](mailto:alex@bigbarkpr.co.uk) Tel: 01306 731331**

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