



15th December, 2009

Press release - for immediate release

Christmas comes early at Rainbow House thanks to American Express!

Santa will be taking on a different persona this year when the Global Commercial Card division of American Express spreads a little bit of Christmas Cheer to sick children in London.

As part of an internal employee initiative, they have chosen The Sick Children's Trust to support and will be bringing a variety of gifts including toys, books, games and puzzles over to one of the charity's London houses - Rainbow House.

Catherine Moore, Vice President Marketing & Strategy EMEA at American Express said: "With it being the season of goodwill, we wanted to do something worthwhile and support a charity this Christmas. After speaking to The Sick Children's Trust and gaining a better understanding of what it does, we felt this was a valuable cause. Employees are donating gifts to Rainbow House, and we can't wait to see the look on the children's face when they see the presents."

Andy Pickering, Head of fundraising at The Sick Children's Trust added: "We support families from across the UK so that they can be together when their child is sick; this becomes especially important at Christmas time when they are away from home and everything that is familiar to them. Being able to provide some festive cheer to families such as the Mansoors is very important

and we are grateful to American Express for their generosity in helping us to make this happen.”

Ends

Pic ref: AMEX CHRISTMAS .jpg

Pic caption: (L-R) Aaron Powell, American Express, Maryam Mansoor, Mirwais Mansoor and Harjeet Dial, American Express.

Maryam is staying at Rainbow House whilst her sister. Sadas, is being treated at Great Ormond Street Hospital. She was a bone marrow donor for her sister and the family, from Nottingham, will be staying over Christmas.

Notes to Editors:

The Sick Children’s Trust runs seven ‘Homes from Home’ at major hospitals around the country where families can stay free of charge, for as long as they need whilst their child is undergoing treatment. There is a growing demand for our ‘Homes from Home’ as children must increasingly travel long distances to get the specialist treatment they need. In essence, The Sick Children’s Trust ensures that the very basic of all medicines has a chance to work; family love and support.

To date we have helped more than 30,000 families. To run our ‘Homes from Home’ we rely entirely on voluntary donations; and need to raise nearly £1million this year to keep them open.

For further information about The Sick Children’s Trust, please contact Sarah Wallace on 020 7791 2266 or email sarah@sickchildrenstrust.org

www.sickchildrenstrust.org