

Sir Alex Ferguson supports South Lanarkshire Hospice TV and Social Media campaign

Volunteers, staff and families from Kilbryde Hospice are among the stars of a new TV and Social Media advertisement campaign launched to celebrate the work of the hospice across South Lanarkshire.

The hospice and the advert have been given the seal of approval by former Manchester United boss, Sir Alex Ferguson, who has supplied the commentary throughout the advert and become a worthy supporter of the hospice.

The advert – the first of its kind for a hospice in the area – is part of a campaign by Kilbryde Hospice, to promote and celebrate the work that Kilbryde does across the South Lanarkshire communities making its mark as being South Lanarkshire's Hospice.

Kilbryde Hospice, which provides free personalised care to enable people to live comfortably and with dignity within the hospice during the last weeks of their life, was represented in the advert by all involved.

The advert sponsored by local business entrepreneurs Lord and Lady Haughey and Jonathan Millar of Central Car Auctions, hopes to raise awareness of the high standard of support offered and to encourage supporters to promote Kilbrydes 'Here because we care' values.

The campaign highlights the free expert care, comfort and support provided in partnership with the hospices Health and Social Care Partners to the ever-growing numbers of people within South Lanarkshire.

Cambuslang man and Kilbryde's Chief Executive Gordon McHugh explained: since the opening of our Donna Mortimer Ballantyne in-patient unit in August 2018 the hospice has helped over 1300 people affected by a life limiting illness across South Lanarkshire, every step of the way. It's important that we can get these messages to as many people as possible as although based in East Kilbride we support the communities across South Lanarkshire.

"Our new partnership with Sky AdSmart and our friends at Enterprise Screen has helped us to create a brilliant campaign, aimed at a larger audience across South Lanarkshire which would otherwise be out of reach for a charity such as ourselves.

"This campaign is a chance for us to connect with people across our communities who might not know much about Kilbryde Hospice or the vital work we do to support those affected by a life limiting illness.

"It is also a chance to say thank you for the amazing support we receive from our South Lanarkshire communities without the generosity of local businesses large and small, community groups, Churches and individuals, we simply wouldn't be able to continue providing the care we do."



The campaign launched on Monday 17 February premiering on Sky AdSmart and all Social Media channels and can also be viewed at www.kilbrydehospice.org.uk