

MONDAY JULY 21ST

Businesswoman and former Apprentice, Jo Cameron runs Bupa Great Wales Run in memory of her daughter

Jo Cameron, Businesswoman and winner of Charity Apprentice Weakest link special, will be continuing her campaign to run seventeen 10 kilometre runs around the country, when she runs the **Bupa Great Wales Run on Sunday 27th July**. Whilst running in Wales Jo is also hoping to beat her current 10k time of 53 minutes.

The Bupa Great Wales run will be Jo Cameron's third 10k run in a campaign of 17 runs she is embarking upon to raise awareness of the 17 babies who everyday are stillborn or die within the first days of life.

Jo will be building on her Weakest Link win of £11, 000 and is aiming to raise another £20, 000 over the next 17 months for Sands, the stillbirth and neonatal death charity.

The 17 symbolises that 17 babies die each day in the UK and will form part of Sands 'Why 17?' campaign to raise awareness of this devastating loss and to raise £1.7 million towards research to better understand why so many babies are dying.

In August 2006, Jo's daughter Emmeline was born prematurely and died shortly after birth. Since then she has learned about how many other families face the same tragedy and has vowed to do as much as she can to help others.

Running and walking have been massively helpful for Jo in recovering from the passing of her daughter and she hopes that the money she raises will help other babies from being stillborn, or dying shortly after birth.

Recently made a patron of Sands, Jo says, "People are still afraid to talk about stillbirth and neonatal death and until we raise it in the public consciousness, change will be difficult to bring about. Every time I visit my daughter's grave it's like a vision from Victorian Britain as the tiny baby graves are added slowly one by one.

"We need more research to find out why so many babies don't live and this is why I am helping to raise vitally needed funds. Having had and lost Emmeline, I am determined that her life and that of so many babies just like her will not simply be brushed under the carpet or deemed a taboo that cannot be discussed."

Jo receives many emails every week from other bereaved parents and their heartache is overwhelming. As she says, "I believe our success lies in the voices of women who have lost their children and we need to be shouting loud and long that 17 babies dying every day is simply not acceptable."

People can sponsor online at her JustGiving page at www.justgiving.com/jocameron08. People can also donate from her websites at www.jocameron.co.uk and www.urhired.co.uk. She is also looking for corporate support and sponsorship to help meet her target.

Neil Long, Sands Director: "Sands is extremely grateful to Jo for taking this on. The campaign is in memory of her daughter Emmeline and all the other babies that don't survive. It will also help raise awareness and funds for us here at Sands particularly in the arena of research so that we can better understand why babies are dying and what can be done to stop this happening."

- ends -

For further information, please contact:

Jo Cameron's press office:

For press interviews please call www.urhired.co.uk on 0870 2626 555 or email talkto@urhired.co.uk.

Sands press office:

Lyn Peters

Mob: 07909 544496

Email: lyn.peters@btopenworld.com

Notes to editors

Jo Cameron and URhired.co.uk

Since The Apprentice and the subsequent loss of baby Emmeline, Jo has gone from strength to strength. She has built her Women's Development Company www.urhired.co.uk into a recognised specialist in this area and has a string of blue chip clients.

She is also in demand as a motivational speaker, presenting her programme entitled "Bouncebackability: Achievement over adversity". Her seminars of the same name commence in August and her book will also be available towards the end of the year. It's a mind and body approach mostly based on Jo's recovery from the loss of Emmeline but is applicable in all environments and settings.

She continues to be a regular media contributor and commentator.

Sands

Sands, the stillbirth and neonatal death charity, was established by bereaved parents in 1981.

Sands core aims are to:

- Support anyone affected by the death of a baby;
- To work in partnership with health professionals to improve the quality of care and services offered to bereaved families; and
- To promote research and changes in practice that could help to reduce the loss of babies' lives

Helpline: 020 7436 5881

Office: 020 7436 7940

Web: www.uk-sands.org

E mail: support@uk-sands.org