# Press Release | 11 February 2022

**Local generosity and support for QEH’s Dementia Care Appeal**

The Queen Elizabeth Hospital King’s Lynn (QEH) is receiving amazing support from a solicitor in West Norfolk that is for donations during a charity Will promotion which will go towards the hospital’s Dementia Care Appeal.

Kenneth Bush Solicitors in King’s Lynn will be offering their expertise in a bid to help the hospital raise £40,000 to spend on equipment and activities to improve the experience of patients living with Dementia.

The Trust hopes to raise enough funds to upgrade its Reminiscence Interactive Therapy and Activities (RITA) devices and purchase new systems. The devices enable staff and volunteers to engage patients in activities to make them feel more at ease during their hospital stay.

Funding will also enable the purchase of a number of hand-picked activity packs from specialist provider Relish, including games, reminiscence cards and jigsaw puzzles. The packs are designed to entertain, boost independence and support changing abilities.

Kenneth Bush is the appeal’s corporate sponsor and is very proud to be backing the fundraising campaign.

Paul Croker, Managing Director at Kenneth Bush, said: “We are proud of our long-standing connections to the community of King’s Lynn & West Norfolk and as such we think it is important to support a worthy cause such as the Dementia Care Appeal which aims to help a particularly vulnerable and sometimes marginalised section of that community.”

From Monday 14 February to Friday 11 March, the solicitors will be offering appointments to have a simple Will professionally written or updated by its friendly Private Client team.

The firm said: “Our usual fee for preparing such Wills is £160 plus VAT for a single Will and £250 plus VAT for mirror Wills for two people, and instead of charging our fee we are asking that you make a donation of similar value to the Dementia Care Appeal through us.”

Nicola Pluck, Solicitor, Private Client at Kenneth Bush, said: “We support and offer services to a number of clients and their families who are directly affected by dementia and QEH along with other local charities offer critical support to them. The fundraising initiative will help supply vital services and equipment and we are honoured to be a part of this campaign”.

Carla Goodyear, Senior Solicitor, Commercial Property at Kenneth Bush, added: “We could not be prouder as a firm to be the corporate sponsors for the Queen Elizabeth Hospital this year, which is a fantastic way for us all to support our local community.”

“The money that is currently being raised for the Dementia Care Appeal will be invaluable for the hospital and the care that one of our more vulnerable groups of society will be able to receive as a result is priceless.”

“I personally am looking forward to seeing some of the individual challenges we are going to arrange.”

Alice Webster, Chief Nurse at QEH, commented: “We are extremely grateful to Kenneth Bush for sponsoring us and supporting this important appeal, which will enable us to make significant improvements at QEH and make an important difference to the care and wellbeing of our patients living with Dementia.”

For more details or to arrange an appointment to make or amend a Will, call Lucy Lemmon, Daisy Leask or Sherree Green on 01553 692233.

To donate to the Dementia Care Appeal, visit [justgiving.com/campaign/QEHDementiaCareAppeal](https://justgiving.com/campaign/QEHDementiaCareAppeal) or send a cheque payable to ‘Dementia Care Appeal’, The Queen Elizabeth Hospital King’s Lynn, Gayton Road, King’s Lynn, PE30 4ET.

For further information, to sponsor specific items or support with fundraising activities, please contact QEH Fundraising Executive Laurence Morlaàs on 01553 613373 or [laurence.morlaas@qehkl.nhs.uk](mailto:laurence.morlaas@qehkl.nhs.uk).

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For more information or an interview, please contact [communicationsQEH@qehkl.nhs.uk](mailto:communicationsQEH@qehkl.nhs.uk) or call 01553 613216.