

## Barleystone Paving launch new Jack & Jill Foundation Play Sand Bag fundraising initiative nationwide.

Barleystone Paving, part of the O'Reilly Group based in Co. Cavan, are proud to announce the release of their new fundraising initiative in conjunction with The Jack & Jill Children's foundation. They have launched a new guaranteed Irish Play Sand Bag, which will raise much needed funds for the foundation this summer.

The Play Sand Bags will be available through Barleystone Paving stockists and merchants, including a large number of Topline stores and Dairygold retail Stores, throughout the country. It is a clean and safe children's play sand available in a colourful 20kg bag perfect for your children's sand pit and will provide hours of fun. Chris O'Reilly, Sales Manager at Barleystone developed the product from initial product development – right through to stocking the product throughout the country. Chris added "Barleystone / Jack & Jill Play Sand Bags are now available throughout the country and are an amazing way for you to make a donation towards the care of sick children and their families, whilst providing a fun product for your kids this summer".

"The play sand is produced in our factory in Co. Cavan and has been designed, manufactured and bagged in our own facility. We are very proud to say this Play Sand is Guaranteed Irish" added Chris.

Barleystone Paving will donate 50% of the manufacturers profits of **each** Play Sand Bag sold to their merchants throughout the country; directly to The Jack & Jill Children's Foundation. Aoife Gavin, Marketing Manager of O'Reilly Group added "We are absolutely delighted to be supporting the Jack & Jill Children's Foundation this year. The funds raised by our donations from the sale of the Play Sand bag initiative will provide much needed nursing and respite support for sick children and their families. The thought that every €16 raised equates to ONE HOUR of home nursing care for a Jack & Jill child is what attracted us this year to this amazing charity. That's how we came to the slogan on this years bag – **Every child at play will help another family live better each day**. By choosing to buy your kids the Barleystone Play Sand, parents in turn are helping to directly improve the lives of more children across the country – that is what really inspired us to get involved!" she added.

Welcoming this initiative Carmel Doyle, CEO of the Jack & Jill Children's Foundation said:

"We are delighted with this partnership from Barleystone Paving raising awareness for our families nationwide and with a 50% donation per pack, this will really help build a bank of home nursing care hours for sick children locally and nationally. As they say 'Every child at play will help another family live better each day.'

Carmel continued, "This is a lovely fundraiser involving children helping children and having fun. We want to thank the Barleystone Paving team for choosing Jack & Jill and for raising this invaluable awareness and money for our 338 families nationwide"



The Jack & Jill Children's Foundation provides direct funding, to families of children up to the age of five who suffer severe intellectual and physical developmental delay, enabling them to purchase home respite care. They also provide end of life care to all children up to the age of five. The Foundation gives families **THE GIFT OF TIME**, time to do the things that we so often take for granted like shopping, taking their other children to the park, a night's sleep etc. This is why the initiative is such a great fit for both Barleystone Paving and Jack & Jill. ***"Every child at play will help another live better each day."*** Buy your Jack & Jill Play Sand today in stores.

RRP €5 per bag

To find your local stockist to purchase your Play Sand Bags visit:

<http://www.barleystone.com/company-news/jackandjill>

For more information on the initiative contact Emma Webberley, Community Fundraiser, The Jack & Jill Foundation [emma@jackandjill.ie](mailto:emma@jackandjill.ie)

**Note to Editors:**

The Jack & Jill Children's Foundation must raise €3.5 million every year to fund its unique home nursing care and respite service which is provided to sick children, from birth to 5 years of age, around the country. Typically, these are sick children who suffer from severe neurodevelopmental delay who may not be able to walk or talk, are tube fed, oxygen dependent and in need of around the clock care. The Jack & Jill service operates 365 days a year, has no waiting list and mobilizes an army of 700 nurses and carers around the country and has done so for 22 years. More information on [www.jackandjill.ie](http://www.jackandjill.ie)

County	Current no. families	Families Overall since 1997
Cavan	7	39
Monaghan	2	32
Meath	14	97
Kildare	12	124
Laois	6	43
Westmeath	5	50
Offaly	7	35
Dublin	85	572



We currently have 338 families under our care and have looked after 2,400 over the last 22 years