

iCandy

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iCandy launches 'Paws For Thought' Campaign in Support of Great Ormond Street Hospital

iCandy is a proud charity partner of Great Ormond Street Hospital and on Saturday 12th October, we were delighted to sponsor the charity's family festival and 5k fun run as well as launch the iCandy Matching Apparel Family Gift Set in aid of GOSH.

Held in London's iconic Hyde Park the event saw 10,000 participants run, walk and scoot their way to the finish line as well as enjoy the pre and post-race entertainment on offer in the event village. iCandy was thrilled to kick start the day in the Neverland Tent with a White Peach Art Lesson where children were invited to colour in their own white Peach pushchair. The beautiful creations were inspired by the White Peach Project Art Collection that was on display. The travelling works of art, most recently on display at Kind + Jugend in Cologne, were created by four gifted artists who designed and created one-off Peach pushchairs dedicated to GOSH.

Following the race, iCandy took over the Neverland tent once again, this time in collaboration with Buggyfit, the original and largest buggy workout network in the UK. Trainer Becky guided parents through a post-race strength, core and stretching session using their pushchairs. Parents particularly loved exercising with the iCandy Lime pushchair which was recently awarded 'Indy Best Buy 2019'. iCandy brought along five of the multi-functional compact fold travel systems in an array of vibrant colourways, all of which proved their worth in the fitness session.

Throughout the brilliant event the iCandy Matching Apparel Family sets were causing quite a stir, particularly among celebrity attendees and their children who were proudly modelling the cute t-shirts and babygrows. Featuring a bear with a red heart, the t-shirts and babygrows are in honour of GOSH's Bear Ward which cares for children with cardiac conditions. 20% of the proceeds from each purchase go directly to Great Ormond Street Hospital Charity so supporters are giving hope to the 618 seriously ill children who arrive at GOSH every day. To help iCandy raise awareness for GOSH supporters of the campaign are encouraged to share a picture of their matching apparel and tag #pawsforthought on social. The collection comprises an adult t-shirt, toddler t-shirt and baby grow - all of which make a statement whilst making a difference. Every person who purchased the gift set during the event also received a special iCandy goodie bag, worth over £50.

The iCandy canvas tote bag was filled with an array of treats supplied by brilliant brands. Organic baby food brand [Piccolo](#) provided their nutritionally balanced pouches and gentle teething wafer snacks, contemporary toy brand [Noodoll](#) added their characterful notebooks into the mix, whilst [Munchkin](#) supplied BPA free sippy cups and bath toys. Maternity and nursing brand [Mamalicious](#) know a thing or two about simple yet effective design and their branded travel empties made the perfect addition to the iCandy goodie bag. [Cawston Press](#), creators of sparkling drinks made from pressed fruit and no fake sugars or nasties, supplied a variety of deliciously fruity cans and cartons. Designed with baby's cognitive and visual development in mind, [Etta Loves](#) creates baby essentials that stimulate tiny eyes and the brand's super soft bamboo washcloths completed the bag of goodies.

Over the last decade, RBC Race for the Kids has raised more than £5 million for the children and families at Great Ormond. As the event celebrates its 10th anniversary this year, GOSH is hoping it will raise an incredible £1 million. The money raised will help fund the hospital's most urgent needs, which include the essential rebuilding of the hospital, which will see state of the art facilities replace outdated wards. Patients and families will also have more privacy and comfort including a bed for a parent to stay next to their child whilst they are in hospital.

If you would like to donate to GOSH please visit www.justgiving.com/company/icandy.

If you would like to purchase the Paws for Thought Collection visit www.icandyworld.com/uk/en/collections/great-ormond-street-hospital.html.