



'Daved'



**Fundraising for
Bristol Urological Institute's
Prostate Cancer Appeal**

Charity Registration No. 1055900

Introduction of Daved

My Name is "Daved" and I was adopted by my new Mum Sarah Ross on 13th March 2010 where she bid for me in an auction at the Marriott Royal Hotel. This was the host venue to the "Blue without You" Ball in aid of the Bristol Urological Prostate Cancer Appeal, organised by Jo-Ann Middleton whose late husband Richard (known as Midi) died of prostate cancer at just 51 years of age. Jo-Ann's brave late husband 'Midi' even as his journey was ending showed compassion and concern for others, by asking Jo-Ann to help raise money for research into prostate cancer and promote awareness about the disease.

My new mummy Sarah Ross runs an audio visual production company in Bristol called Sounds Commercial. Sarah was so moved by Jo-Ann's bravery and paid a whopping £580 for me; the entire proceeds went to the Bristol Urological Institute's (BUI) Prostate Cancer Appeal.

The purpose of investing in me is to raise further funds for the BUI's Prostate Cancer Appeal. Sounds Commercial and the BUI have got together and have planned lots of fun things for me over the next 12 months including working with the BUI's Fundraising & Marketing Manager Terri McDonald and all the team. I will be supporting the great work of Mr. Edward Rowe, a Consultant Urological Surgeon and David Gillatt, the Medical Director of the BUI, who is one of UK's leading urological cancer surgeons. That's why they have called me Daved which comes from combining David and Edward's names together Cool idea huh!

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Teddy bear heads to theatre for cancer-fighting operation

He scrubs up rather well...

A SURGICAL theatre was the first stop for a teddy bear who is to travel to the far flung corners of the city to raise money for a Bristol cancer unit.

The soft toy will be dressed in a host of outfits and sent on various expeditions and challenges in support of the Bristol Urological Institute (BUI).

Named Daved, after surgeons David Gillatt and Ed Rowe, the teddy bear will be loaned to businesses across the city so they can find inventive ways of using him to raise funds.

The teddy bear started by joining the consultant urologists in theatre at Southmead Hospital, dressed in his very own tiny scrubs.

He has a suitcase full of bear outfits to wear for the different events.

There is a chef outfit for his trip to meet the chef at one of the city's hotels, riding clothes for a trip to Holland with a champion carriage driver and beachwear for a holiday.

Daved was bought by businesswoman Sarah Ross at a ball in aid of the prostate cancer appeal last month. He was made by Jo-Ann Middleton, who organised the Blue Without You Ball

Vicki Mathias
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after her husband Richard, who was known as Midi, died of prostate cancer at the age of 51 in June 2008.

Ms Ross, who is managing director of Commercial Sounds, paid £580 for Daved at the ball and immediately set about finding ways of using him to raise more money for the appeal.

Ms Ross said: "Commercial Sounds look after the audiovisual and conference requirements for 95 per cent of city centre hotels and have been in touch with as many people as possible. We also hope that sending Daved out to different hotels and businesses will raise awareness of prostate cancer."

Mrs Middleton, 44, made the bear about six years ago and originally called him Winston.

She said: "He was the first bear I made, and although Midi was a man's man, when he was really unwell Winston used to keep him company.

"I thought that as it was the first ball and the first bear it was good to auction him off for the cause. I have

been blown away by what Sarah has planned for him."

It is hoped that the money raised through Daved's travels will purchase scanners to help in the diagnosis of prostate cancer and other diseases.

BUI director, David Gillatt, said: "I think this is a great idea. One of the scanners we hope to purchase looks for very early signs of cancer cells while the other is for detecting cancer in people so that we do not need to use so many needles."

To get involved in the BUI's fund-raising appeal, contact 07836 663358 or 3236325.



Theatrical start: Daved with consultant urologists Ed Rowe and David Gillatt

Photographs: Barbara Tompkins

Here I am meeting David Gillatt and Edward Rowe at Southmead Hospital in my own scrubs; I was hoping they would let me help out!

How you can help?

You or your company may just want to simply make a donation. You can send a cheque payable to BUI's Prostate Cancer Appeal (D) or online www.justgiving.com/Daved Please leave a message stating why you or your company have chosen to support the BUI's Prostate Cancer Appeal.

Or

Why not adopt me for a week? I am up for the challenge, are you?

I love getting my photo taken especially by the Press, I have really cool outfits so let Terri know what your plans are and she may be able to help with publicity.



Check me out! I look pretty so cool in my Top Gun gear outfit and I have my own passport!

Fancy taking me away on a trip?

How far will I travel and where will I go This is going to be great fun!!



Here's my chefs outfit ready for hotel and restaurant visits, I am a dab hand in the kitchen.

Sounds Commercial work with 95% of all the fabulous Hotels in Bristol I just know they will all help me out

I have loads different outfits for many occasions.

Contact Terri to receive the BUI corporate pack with ideas of how to fund raise with loads of information about the vital work we are fundraising for and most of all some wonderful photos of ME!

So come on, help me promote awareness and to raise money for the lives affected by prostate cancer.



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