

ERIC WINS NATIONAL THIRD SECTOR EXCELLENCE AWARD

ERIC, the UK's only charity dedicated to providing information and support to children suffering with continence problems, and their families, has won the Small Charity, Big Achiever award at the national Third Sector Excellence Awards. The award ceremony took place at the Lancaster Hotel in London on 28th September 2011.

The award recognised ERIC's Banish the Wee Horror campaign, which raises awareness of bedwetting, encouraging children and parents to contact ERIC for information and support. Judges commented that ERIC made fantastic steps to engage the public in a subject difficult to talk about. The Banish the Wee Horror campaign reached thousands of families increasing calls to ERIC's Helpline by a third and website visits by 20%.

Speaking about the award, ERIC Director Jenny Perez said; "ERIC has been recognised on a national platform with some of the biggest names in our sector and we are thrilled to win this prestigious award. This award not only recognises the work we've been doing to raise awareness of childhood continence problems, it provides another opportunity to put the spotlight on ERIC.

"Many families suffer unnecessarily and in silence with childhood continence problems but a call to ERIC's 24 hour Helpline (0845 370 8008) can provide vital information and support to overcome or manage the problem. We continue to work hard to raise awareness of these issues which affect 1 in 12 UK children and young people and being recognised by a top industry body is a great boost to the team."

Now in its third year, ERIC's bedwetting awareness raising campaign has received celebrity backing from Oscar-nominated actress Julie Walters, Oxo mum Lynda Bellingham, Children's TV star Floella Benjamin, Buffy and Little Britain star Anthony Head and TV medical experts Dr Chris Steele and Denise Robertson.

The Third Sector Awards showcase the biggest achievements within the charity sector and are judged by a panel of industry experts.

Notes:

1. ERIC (Education and Resources for Improving Childhood Continence) is a national children's health charity dealing with bedwetting, daytime wetting, constipation and soiling in children and young people. ERIC provides information, support and resources to families and health professionals on bladder and bowel problems. You can find out more about what ERIC does at www.eric.org.uk

Ways to contact ERIC:

- 24/7 Helpline 0845 370 8008
- Website www.eric.org.uk
- Text 447 624 811 636

Ends

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