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PRESS RELEASE

Smart Women support Childhealth Advocacy International

Smart Women Ltd has adopted Childhealth Advocacy International as its supported charity - an obvious match.

Childhealth Advocacy International works to alleviate the suffering of mothers and children in countries where there is extreme poverty, armed conflict or other disaster. With the help of local professionals they deliver hands-on maternal and child friendly healthcare, specifically in hospitals but also integrating closely with primary healthcare.

The charity has recently moved to Nottingham and approached Smart Women to see if they can help them spread the word about their work amongst business women in Nottingham and the East Midlands.

Smart Women will be encouraging members of the Smart Women community – and other enterprising women – to support the charity through recycling their old mobile phones and used printer cartridges, enabling them to create a greener business in the process.

Francine Pickering, managing director of Smart Women Ltd, said “We’re very pleased to working with CAI. We’re starting off by encouraging women to do easy things to help, such as the recycling initiatives, but we’ll also be working creatively with CAI to raise both awareness and funds.”

Any business women interested in supporting CAI should look out for events in March and April 2008: a Pampering Day as part of CAI’s Mothers’ Day campaign, and the Spring Showcase-Marketplace event from Smart Women.

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