

Media Release

14 March 2019

Disadvantaged children in Halton to get an eggs-tra special treat this Easter



Less fortunate children in Halton will get an eggs-tra special treat this Easter thanks to the Halton Easter Egg Appeal.

The new appeal is being backed by Mersey Gateway tolling operator merseyflow and will provide local foodbanks, refuges and children's centres with Easter eggs to give to disadvantaged children living in Halton.

To help support the Halton Easter Egg Appeal, merseyflow staff and its parent company emovis, are donating chocolate eggs. The company has also set up a drop-off point for customers so they can support the appeal by donating Easter eggs at its walk-in centre in Manor Park, Runcorn.

Anyone who wants to support the appeal will be able to drop off Easter eggs at merseyflow's walk-in centre at any time before 12 April.

The Halton Easter Egg Appeal has been organised by Widnes resident Nicky Woodward who also runs the Halton Christmas Toy Appeal. The Christmas Appeal has been a great success and benefitted hundreds of local children over the last four years.

Helen Williams, Marketing Manager with merseyflow, said: "It's great to be able to support this very worthy cause and do something for local children. We are pleased to be taking part and helping lots of disadvantaged children. We've had fantastic support from our customers and staff team on previous charity appeals so we're expecting this to be a success."

Nicky Woodward, appeal organiser, said: "We want to replicate the success of the Christmas Toy Appeal this Easter and help give to children who are not as fortunate as others. We are hugely thankful to merseyflow for helping support the appeal and all others who wish to donate. It really does make a difference."