



**MEDIA RELEASE: 18<sup>th</sup> March 2010**  
**For immediate release**

## **JAMIE FACES HIS FEAR FOR CHARITY**

**Today (18.03.10) Heart Breakfast presenter Jamie Theakston faced his fear of heights, after Heart listeners voted for him to wash the windows at the top floor of One Canada Square to raise money for charity!**

Jamie took on the challenge to scale Britain's tallest building in London's Canary Wharf to raise funds for Heart's first appeal, for its own charity Have a Heart. Listeners have been donating and voting by text all week to decide which of his worst fears he should be facing – heights, water or rollercoasters.

Sending Jamie to wash windows on the 50<sup>th</sup> floor of One Canada Square, which stands at 244 metres high, got the winning vote, the other challenges were going on 'Saw - The Ride' at Thorpe Park and swimming in a tank of piranhas at the London Aquarium!

Jamie said: "It was the most terrifying thing I've ever done! It was an amazing experience and for a fantastic cause. One thing I learnt was that my windows at home could really do with a good clean!"

The Have a Heart Appeal takes place all this week - **Monday 15th – Friday 19th March** and is raising funds for Starlight Children's Foundation to provide lasting, year-round entertainment directly onto the wards for thousands of children in hospitals and hospices in the communities Heart serves. The funds from the appeal will also help Starlight to increase the number of wishes it grants to seriously and terminally ill children.

The appeal culminates tomorrow with an all day fundraising extravaganza full of celebrity sparkle, heartening stories, fundraising fun and lots of surprises across the Heart network of over 7.2 million listeners. Throughout the day, celebrities will be popping by to show their support by donating auction lots, co-presenting shows and

doing exclusive live sessions. Confirmed guests include, **Alesha Dixon, Alexandra Burke, JLS, Lemar, Sugababes, Pixie Lott, Sharleen Spiteri** and **Toni Braxton** and Heart's star line-up of presenters will all be hosting shows, including **Emma Bunton, Jason Donovan, Toby Anstis** and **Jamie Theakston**.

Throughout the week Heart have been auctioning off money-can't-buy lots donated by celebrities, including a meet and greet with Robbie Williams which went for £15,000, as well as once-in-a-lifetime experiences, including 5 star holidays, and an around-the-world trip, all to help raise funds to support as many local children in hospitals and hospices as possible.

**For more information on how you can get involved, visit:**  
**[www.heart.co.uk/haveaheart](http://www.heart.co.uk/haveaheart)**

**-Ends-**

**For further information and accreditation for Friday 19<sup>th</sup> March, please contact:**  
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**Images are available from Press Association Images:**  
[www.pressassociation.com/images](http://www.pressassociation.com/images)

### **Notes to Editors**

#### **About the Have a Heart Appeal – 15<sup>th</sup> to 19<sup>th</sup> March 2010**

Through our first Have a Heart Appeal, Heart will be supporting Starlight Children's Foundation to provide lasting, year-round entertainment directly onto the wards for thousands of children in hospitals and hospices in the communities its radio stations serve. The funds from the appeal will also help Starlight to increase the number of wishes it grants to seriously and terminally ill children. The aim of the appeal is to:

- **Help Starlight to provide Fun Centres**, which incorporate the latest technology including HD flat screen TV, Nintendo Wii and the latest games and film releases all straight to young patients' bedsides.
- **To help Starlight to significantly increase the number of wishes** they are able to grant for children every year **to 2,500 wishes**, which is the estimated number of children diagnosed with life-threatening illness every year.
- **Every Heart listener's child that needs treatment in hospital** – however minor or serious – **could benefit from this project**.
- **A lasting legacy**...each Have a Heart Starlight Fun Centre will **entertain an estimated 5000 children every year** during its lifetime. Over five years **Heart will help 750,000 sick children** aged 3-18 yrs.

For further information visit: **[www.heart.co.uk/haveaheart](http://www.heart.co.uk/haveaheart)**

Have a Heart is an appeal run by Global Charities  
(Registered charity number 1091657) and relies on fundraising to sustain its work.