



Immediate release

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### **MagicMum.com Mums to Host a Magical, Unique Charity Ball!**

THE second annual MagicMum.com Charity Ball 2009 will take place on Saturday, March 28<sup>th</sup> at the Radisson Hotel, Athlone.

What's so special about this one? It is being organised not by high-powered PR and marketing firms, but by an online group of mothers to raise funds for two important child-focussed charities: **CARI (Children At Risk in Ireland)** and **The Baby Oisín Fund (Meningitis Trust)**.

CARI provide a professional, child-centred therapy and counselling service to children, families, and groups who have been affected by child sexual abuse, while The Baby Oisín Fund looks to support everyone struggling to cope with the after effects and impact of meningitis or associated septicaemia.

Many charity events have professional fund-raisers on board but the MagicMum Charity Ball is unusual as it is being entirely organised (mostly online) by a group of busy mums – who are offering their free time and expertise in everything from finance and marketing to journalism and corporate event organising.

There has been a huge groundswell of support from the wider MagicMum community. Tickets are currently on sale for the black-tie event, which will feature entertainment from acclaimed **The Long John Jump Band** and **DJ Electric Eddie**, as well as a Master of Ceremonies, **Marty Whelan**, and raffle prizes and auction items include luxury hampers, spa breaks and a helicopter flight

Suggested media angles:

The power of the Internet – how online groups can make a difference in real life

Protecting children – both charities supported by this year's MagicMum ball seek to protect children, who rank among the most vulnerable in Irish society

Giving something back – the mothers organising the Ball are giving up free time and services and many are available for interview to explain what drives them

The glamour – Pregnancy, early motherhood and the recession can each present a few hurdles in the fashion department: how to glam up and feel fabulous with a bump, with little time to prepare or on a tight budget.

It's going to be a magical night! Tickets for the Ball are €90 and are available through <http://charityball.magicmum.com>

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Notes to editors and journalists

The MagicMum 2009 charity ball is raising money for two charities: CARI and The Baby Oisín Meningitis Fund.

CARI provides a counselling service to children, families, and groups who have been affected by child sexual abuse. They also offer the most up to date education and information service for children, adults and professionals on the dynamics of child sexual abuse, and help raise public and political awareness of these issues. As a non-governmental organisation, CARI operates on a not-for-profit basis ensuring that their services are accessible, regardless of a client's means or situation. See [www.cari.ie](http://www.cari.ie)

The Baby Oisín Fund is a fundraising campaign established by Kildare-based mother Juliet Magnier, whose son Oisín died of meningitis at 9 months old on the 9th September 2002. The charity is affiliated with The Meningitis Trust, which relies **SOLELY** on voluntary donations to continue their work. See [www.babyoisin.org](http://www.babyoisin.org) and [www.meningitis-trust.ie](http://www.meningitis-trust.ie)

MagicMum.com is a popular parenting website with over 14,000 members. It is a valuable online support system for thousands of Irish parents – both male and female. Members discuss pregnancy, labour, birth, special needs, illness and the daily challenges of raising children. This event is a chance for many of those online friends to meet for the first time after chatting on the website for years – while also raising funds for two very worthwhile causes.

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