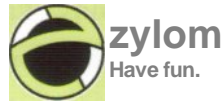


Yummy Mummy Week 2006

16-24th September

sponsored by



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supporting

CLIC Sargent

Caring for Children with Cancer

PRESS RELEASE

Date:

LOCAL MUMS JOIN CAROL SMILLIE FOR YUMMY MUMMY WEEK 2006

Sticky Mitts pre-school arts & crafts invite all you local mums in Hertfordshire to join us at our Crafty Fun and Tea for Mum event to be held on Saturday 23rd September 2006 from 2-4pm at Bancroft Hall, Hitchin, as part of Yummy Mummy Week 2006, which runs from 16 to 24 September. Sponsored by zylom.com, the only games and puzzles website dedicated to women, Yummy Mummy Week 2006 is hoping to raise more than £400,000 for the UK's leading children's cancer charity, CLIC Sargent.

Carol Smillie, mum of three and the face of Yummy Mummy Week 2006 says: "Every mum needs some fun and Yummy Mummy Week is all about bringing family and friends together for a few laughs and, at the same time, raising money for families whose lives have been torn apart by childhood cancer. It's really easy to get involved. You could have a coffee morning, a family barbecue or a night in with the girls, and every penny will go towards helping children with cancer."

Every 48 hours, 10 children are diagnosed with cancer or leukaemia. CLIC Sargent acts as a lifeline keeping families together when the unimaginable happens. "CLIC Sargent does a fantastic job," says local mums and organisers Helen Watson and Lisa Stewart from Sticky Mitts, "and we thought making time to enjoy being with our own family and friends was a fantastic way to support the charity."

zylom.com is proud to support Yummy Mummy Week 2006 and has created a fun and easy way to "click-start" your fundraising - a special Yummy Mummy Mirror Magic

game. You'll find the Yummy Mummy Mirror Magic game at www.zylom.com/yummymummy and, for each one sold, zylom.com will donate £5 to Yummy Mummy Week 2006.

Yummy Mummy goodies, including skinny "I'm a Yummy Mummy" t-shirts in fuchsia or white, are available. There are also gifts for the dads and grandparents, and cute "I have a Yummy Mummy" kids' goodies.