



**LONDON – June 18, 2009** - Mothers4Children, a charity founded by Lisa B and fellow trustees Yasmin Le Bon, Trinny Woodall, Anya Hindmarch & Natalie Massenet, today announces the launch of the most glamorous and first of its kind online charity raffle event ever. “The Big Win Online Charity Raffle” is an exciting, new online platform that enables consumers to donate money to children’s charities while trying to win highly coveted luxury items and experiences.

Fueled by support from huge names in the fashion, entertainment, celebrity and travel community, this raffle event will give credit-crunched consumers a way to help improve a child’s life and enjoy a bit of fun, glamour and luxury at the same time. 100% of the proceeds of this first event will benefit two charities in the UK and abroad: ‘Kids Company’ in London, and F.R.O.D.O., a foundation for the relief of orphans in Romania and Eastern Europe.

**The “Big Win Online Raffle” launches with 23 luxury prizes including:**

- The “Girlfriends” Gift from Selfridges: A day of beauty for two including a one hour experience at The Groom, a blow out at the Cobella salon, a makeover at Bobbi Brown, champagne lunch and two £1,000 gift cards for each to indulge in a bit of retail therapy.
- A gorgeous “Must Have ” bag from Gucci
- A Net a Porter’s £2,000 Shopping Spree
- A “Penthouse & 5 Star Spoiling Experience” at London’s The May Fair Hotel including spa treatments for two, a champagne dinner in the Amba Grill and an overnight stay in the penthouse suite
- A VIP Shopping experience & Classic Trench Coat of choice from Burberry
- Shoes from Jimmy Choo
- And many more!

**About Mothers4Children**

Mothers4Children was founded in March 2009 by Lisa B (aka Lisa Bilton), the model, actress, author and mother. Called to action after horrific visits to orphanages in Romania, and perpetually disturbing news reports here in the UK, Lisa launched Mothers4Children with a mission to help highlight the plight of these children and set out to protect the world’s most vulnerable young citizens. “We hope to create a sisterhood of women whose combined efforts can better the lives of children, because all children deserve to feel love and have a fair start at life.”

By rallying the collective power and influence of both high profile and community women

and mothers, Mothers4Children hopes to create, source and develop new and innovative ways to raise sustainable funds for children in need.

The Big Win Online Raffle will run until mid September 2009. Throughout the course of the summer, five new prizes will be added every week, undoubtedly making it the fashion junkie's weekly must have fix.

To play "The Big Win Online Charity Raffle", visit [www.raffleit.com](http://www.raffleit.com)

For further information about Mothers4Children, visit [www.mothers4children.com](http://www.mothers4children.com)

Email: [info@mothers4children.com](mailto:info@mothers4children.com)