



## Care workers “represent the very best of us” says Chief Executive of CareTech Holdings PLC as new campaign is launched to thank carers for working through the coronavirus lockdown

**Date: 8th April 2020**

Specialist social care provider, CareTech Holdings PLC (CareTech) is supporting the ‘*Sparkle for Social Care*’ campaign to show those who care for society’s most vulnerable that they are valued. The campaign has been launched because the UK’s 2 million frontline care workers don’t receive enough credit for the vital work they do. People in need of care include individuals with learning disabilities and the elderly, meaning they are also the most susceptible to Covid-19. Care workers offer a vital lifeline by ensuring their daily care and support needs are met and that they are not left alone. By continuing to provide care for those in desperate need during this crisis, care workers are potentially putting themselves at risk. When a care worker does become ill, or needs to self-isolate due to a family member showing symptoms, they can’t work, with many falling into serious hardship. Therefore, as well as putting something that sparkles in their windows or on their clothes to show their support for care workers, people are also being encouraged to donate to the Sparkle for Social Care emergency appeal, launched by the Care Sector Ball organising committee.

The appeal aims to raise £1,000,000 for the Care Workers Charity Covid-19 Crisis Grants to support care workers during the coronavirus crisis. Care staff, personal assistants and support workers can apply to the charity for grants if they are unable to work because they are self-isolating.

**Announcing CareTech’s support for the Sparkle for Social Care campaign, Chief Executive Officer Haroon Sheikh, said:**

*“Care workers make an amazing contribution to society in caring for the most vulnerable amongst us. It’s important that we say a huge thank you to these special individuals, who represent the very best amongst us. I know that many people across the country will join us in expressing their heart felt appreciation by supporting this campaign, and I hope that as many as are able will donate to the Sparkle for Social Care emergency appeal.”*

**Executive Director of the Care Workers' Charity, Karolina Gerlich, said:**

*"The current crisis is bringing real hardship, not just for those who are isolated and alone because of health conditions, but also for the tireless women and men who care for them. Right now, care workers are working longer hours, and in more difficult conditions than ever before. They are sacrificing their own health to care for others."*

CareTech is asking everyone who is thankful for the hard work of care workers to join the [#SparkleforSocialCare](#) movement by putting some sparkly decorations in their windows or wearing something that sparkles each Monday starting on the 13th April, and posting a photo on social media with the hashtag [#SparkleforSocialCare](#)

CareTech is joining with the other organisers of the annual Care Sector Fundraising Ball to back the Sparkle for Social Care emergency appeal. Each year the ball recognises the contribution of care workers and raises sorely needed funds for charities in the care sector. Now they are calling for donations to the Sparkle for Social Care emergency appeal, donations can be made at:

<https://www.justgiving.com/fundraising/Sparkle-for-Social-Care>



**CareTech**

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