



**New Forest
for Ukraine**

www.newforestforukraine.org

Charity Registration No. 1208709

Registered in England and Wales Charity No 1208709

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For Press: contact press@newforestforukraine.org

PRESS RELEASE:

BEARS FOR UKRAINE:

THE TEDDY BEAR, THE TV STAR AND THANKS FOR EVERYONE WHO
DONATES TOYS FOR UKRAINE



Tucked away in every one of New Forest for Ukraine's weekly deliveries of aid are boxes of toys for children living through a war where play and cuddling a toy are a special distraction and comfort.

‘Every toy we send will matter to a child in Ukraine’ says Maryann Offler who coordinates these boxes. ‘Ironically we rarely know who has donated these toys most of which will have been dearly loved members of a family here in the UK’.

Among these special donations is a teddy bear NFFU dated as pre First World War, which has been purchased to provide funds for NFFU and its aid work by Adi Higham, star of BBC TV’s ‘The Bidding Room’, who has made his own aid trips to Ukraine.

Adi Higham said:

‘This is a special cause and many know how much I love teddy bears. So I was delighted to contribute and at the same time give this gorgeous bear a home. But he also needed a name. So after careful thought - I named him Zelenskyy!’

John Allison, Head of New Forest for Ukraine said:

‘Our thanks go out to Adi for his donation but also to the very many families who send us toys to send to Ukraine. Play and childhood are special to all of us and it’s especially important for children living through attacks and hostilities. Many of us have had a special teddy bear or childhood toy. Some of us still have them! It is deeply touching to see so many toys sent to us which we can send out on these special missions of joy and comfort for little ones’.

Notes to Editors:

1. New Forest for Ukraine is a registered charity in England and Wales No 1208709
2. Started in February 2022, became a charity in June 2024
3. Has sent over 500 tonnes of aid to Ukraine to identified partner NGOs
4. Over 40 articulated lorries and 170 vans sent
5. Staffed entirely by volunteers it gathers donations from the South and across the UK and sends to Ukraine via selected transport and distribution partners
6. Website: <https://www.newforestforukraine.org>
7. Facebook: <https://www.facebook.com/groups/470934037919815/>
8. Registered Office: 76 Swallow Drive, Milford on Sea, Lymington, SO410XG, Hampshire

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