

# Children in Need Where it all began



The BBC's first appeal for children on Christmas Day in 1927. The radio programme raised £1,143 and the money was shared among four different children's charities.

The Christmas Day Appeals continued on TV and radio right up until 1979, raising a total of £625,836.

The presenters included *Terry Hall, Eamonn Andrews, Leslie Crowther, Michael Aspel* and the Radio 2 presenter - *Terry Wogan* - who made his first appearance in 1978.

In 1980 the appeal was broadcast on BBC One in a new telethon format, hosted by Terry with Sue Lawley and Esther Rantzen. It was so popular that the donations increased dramatically and raised more than £1 million for the very first time.

Pudsey first appeared on television in 1985 when Terry introduced the new, brown cuddly mascot to the audience. He was designed by Joanna Ball, a BBC graphics designer, who named him after the West Yorkshire town where she was born.

In the two decades that have followed, many cuddly bears have been sold to raise money for the charity. Apart from a special party hat worn in 2004 to celebrate the telethon's silver jubilee, Pudsey always looked the same. But in 2007 they gave Pudsey a fresh new look and brighter colours.

2009 was the 30th BBC Children in Need Appeal, making it also Sir Terry's 30th Appeal, and a record breaking £39 million was raised.

## Vocabulary

to **make an appeal** for a **charity**

to be a **TV presenter**

to take part in a **telethon**

to **name** someone **after** something

the **silver jubilee**

to **share** something out

to **make an appearance**

to **make a donation to charity**

for a **decade**

to **break a record**

Source: <http://www.bbc.co.uk/pudsey/aboutus/history.shtml>