

THE SHOW

GLASGOW · 25 OCTOBER 2018



www.breastcancercare.org.uk/theshowscotland

Applying to be a model

breast
cancer
care
Scotland



The Breast Cancer Care Show Thursday 25 October, Hilton, Glasgow

On Thursday 25 October, Breast Cancer Care and 1000 guests will welcome some very special models to the catwalk, each of whom have had breast cancer. This unique event combines fashion, celebrities, real people and a worthy cause making it a popular date for the media and our supporters alike.

'Forget Paris and Milan this is my favourite fashion show in the world! Today this catwalk will be lit up by real people but by no means ordinary ones. Showing true courage, bravery and beauty, they are all absolute stars and I'm in awe.' **Meera Syal, Breast Cancer Care ambassador**

The Show

Working with professional teams from the fashion world The Show moves and inspires guests with it's highly polished catwalk show. We hold two events on one day; a lunch for 500 guests and then a black tie gala dinner for 500 guests. This enables us to attract two different audiences to the event and maximise the reach of the event.

Fundraising

The Show is a fundraising event for Breast Cancer Care. The money raised from events like this one help Breast Cancer Care to ensure that we can continue to provide our services free of charge. Money is raised at The Show through:

- Ticket sales
- Sponsorship
- Fundraising games at The Show
- Model's fundraising

Media

The event's unique combination of fashion, a well supported cause, celebrity endorsement and real life stories, makes the event a very attractive PR proposition. There is always fantastic coverage of The Show throughout the media; reaching thousands through print, online, radio and television coverage.

Model Applications

Model applications are open now until 31 March 2018. We ask all potential models to fill in an application form with their personal details, their experience of Breast Cancer Care and their experience of breast cancer. We use these details to ensure that we have a variety of models on the catwalk—different sizes, different ages and both women and men from across Scotland who have been through a range of experiences of breast cancer.



What models should expect?

The Show is an experience like no other - it is your chance to be a model for the day, have your hair and make up done by our professional teams and experience the feeling of strutting down the catwalk in front of 1,000 people! You will have clothes selected by our stylist, fashion expert Ian Tod and The Show style teams from House of Fraser, Sassoon Salons and the Academy of Makeup. It's an opportunity to meet other people affected by breast cancer, form friendships, support each other, have fun and feel fabulous about yourself; and we'll be on hand every step of the way supporting you.

'Being a model last year was the best thing to happen to me, as it all happened whilst I was going through chemotherapy and radiotherapy. The feel good factor of looking and feeling great whilst strutting my stuff was just incredible. I made life-long friends along the way. What's not to like? Go for it!'

Margaret Oliver (Previous Model)

Ticket sales are key to ensuring that The Show is a success. We ask you to promote The Show to your friends, family and other networks to help raise as much as possible for Breast Cancer Care. In addition to this, we also ask models to help us secure small prizes for our fundraising games.

We also ask for you to help with PR and Media, especially in your local area and we will provide all the necessary tools for you. We are trying to increase the awareness of Breast Cancer Care so that no-one need face a diagnosis and treatment alone but knows where to access our specialist support and information when they need it.

Dates and Travel

You will be required to attend the following in Glasgow. Unfortunately Breast Cancer Care cannot cover the cost of travel expenses:

- Information Day— Saturday 21 April 2018 (9am until 5pm)
- Fitting Day—Wednesday 24 October 2018 (1pm—6pm)
- The Show—Thursday 25 October 2018

Breast Cancer Care

Breast Cancer Care is the only UK-wide charity providing specialist support and tailored information for anyone affected by breast cancer. Our clinical expertise and emotional support network help thousands of people find a way to live with, through and beyond breast cancer.

Contact

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