



Press Release – Tuesday 1st June

FOR IMMEDIATE RELEASE

Gearing up for Midnight Magic

1800 women are gearing up to put their best foot forward on the evening of Saturday 5th June, through until the early hours of Sunday morning. The ladies will embark on a challenging 13 mile sponsored walk, to raise vital funds for Rowcroft Hospice and Macmillan Cancer Support. This is the third annual Big Midnight Walk and organisers say they have been overwhelmed by the buzz surrounding this year's event.

Rowcroft Fundraising Manager, Hannah Simmons said:

'I can't believe our third Big Midnight Walk is just days away! We are all so excited and can't wait to see the ladies in all their sparkling finery! The atmosphere on the night is always very special and we're keeping our fingers crossed for a warm and dry evening, although the event goes ahead whatever the weather. We're also urging our ladies to bring their pledge cards with them so we can announce the total raised at the end of the night.'

The event, sponsored by Kitsons has raised over £400,000 for the two charities in the past two years. James Cross, Joint Managing Partner at Kitsons said:

'We wish everyone the best of luck for this weekend's Big Midnight Walk. As always, there has been a tremendous response to this key fundraising event from walkers and supporters alike and we look forward to seeing everyone 'sparkle' on Saturday night.'

Organisers have promised that there will be a real party atmosphere along the way. Palm FM will kick off proceedings at Torbay Leisure Centre and Heart FM will pick up the party at Pier Point Restaurant and Bar. There will also be a designated spectators area at Pier Point, for friends and family to cheer on the walkers.

Of vital importance are the many volunteers who have donated their time in order to help make the event run smoothly and safely.

Macmillan's Area Fundraising Manager, Judith Jolly said:

'The support we receive from local companies is invaluable to the event and allows us to keep costs to an absolute minimum. We have also been delighted with the numbers of volunteers signing up to help out on the night, all 200 of you! A big thank you to each and everyone – without you, the event simply could not go ahead.'