

**Press Release – 1<sup>st</sup> July**

**FOR IMMEDIATE RELEASE**

**Drag Olympics Event Cancelled**

A major fundraising event due to take place on 31<sup>st</sup> July to raise funds for Rowcroft Hospice has been cancelled due to a lack of interest.

Organisers had hoped the event would raise £15,000 for the local hospice which cares for people living with life-limiting illnesses throughout Torbay and South Devon.

Laura Carus, Event Fundraiser at Rowcroft said:

‘The decision to cancel the Bays Drag Olympics was not made lightly and is very disappointing for all involved. We had high hopes for what we saw as a brand new and unique event but unfortunately registration numbers have been very low and this has meant the event is no longer financially viable.’

The event was launched in April and despite widespread promotion has received a disappointing response by the men of South Devon. The charity has thanked everyone who showed an interest in the event and local companies who had already pledged their support, including main sponsors, Bays Brewery.

Rowcroft Hospice has a number of other fundraising events planned throughout the summer. Laura said:

‘The cancellation of the Drag Olympics has been a real cash blow to Rowcroft; we rely on the funds raised from our events to continue providing the hospice’s vital services. We have numerous events and challenges coming up, including a one-mile Sea Swim off Teignmouth Beach, a 15,000 ft tandem skydive and the much-loved Rowcroft Hospice garden party and we hope that the local community will give these their support.’

For more information on these events please contact Laura Carus on 01803 210835 or visit <http://www.rowcrofthospice.org.uk/how-can-you-help/events/> for a full list of events.