

Press Release – Thursday 15th April

Wear a wig, don a dress and brave a bra to raise some vital funds for Rowcrott!

Places on Rowcrott's brand new, men-only event, the Bays Drag Olympics are now up for grabs.



The fundraising event for Rowcrott Hospice, sponsored by Bays Brewery will take place on Saturday 31st July and is now accepting registrations having been declared officially open at a special launch reception at the Waterside Inn, Paignton.

Following the huge success of the Big Midnight Walk, there was an outcry from the men of South Devon for an event just for them. This event will bring out their silly and competitive sides as they don a dress to raise funds for Rowcrott.

Rowcrott event organiser, Laura Carus said:

'The idea of this event is simple; we are asking the men of South Devon to support Rowcrott Hospice by wearing a wig and donning a dress! There's only one rule; no dress – no entry! So, gather a group of mates, sign up and perfect your pout. It's going to be a fun-packed day with something for all the family – we have stalls, food, a live band and a bouncy castle.'

The event, taking place on Saturday 31st July, kicks off with a one mile qualifying race around Torre Abbey Meadows with the top performers going through to sports day style heats including a sack race and an egg and spoon race. There will also be silly competitions and team events throughout the day culminating in the crowning of the ultimate 'Bays Drag Olympic Champion'.

The event has also been given a boost in the form of support from local ale producers, Bays Brewery who are the headline sponsors and will be giving out a free pint of beer on the day from their onsite bar to each competitor. Peter Salmon, Sales and Marketing Director at Bays said:

'We are delighted to be supporting Rowcroft as the main sponsor of the first ever Bays Drag Olympics. It's going to be good fun and we are urging the men of South Devon to get together with their mates and enter a team. We will also be manning a Bays Brewery bar onsite where we will be giving all competitors free beer to include our exclusive Rowcroft ale.'

The event has been given the thumbs up by a number of local businesses who are keen to show their support. Laura Carus said:

'We are thrilled to have the generous backing of Bays Brewery. We also have a dedicated website which has kindly been designed by LukeTom.com and has full details of the event and how to register. In addition to this we will be receiving a percentage of the profits from stall holders on the day of the event.'

To register, either download a form at www.dragolympics.co.uk or telephone Laura Carus on (01803) 210835 or email info@dragolympics.co.uk

Rowcroft Hospice

Rowcroft Hospice is a charity, providing specialist care to people with life limiting illnesses living in Torbay and South Devon. The hospice was founded in 1982 and since then, with the support of local people, it has expanded to provide an even greater range of services. Care is provided, to over 1000 people every year, through our ward, hospice at home, community team, lymphoedema clinic and outpatient therapy services. This care includes physical, emotional and spiritual support to patients and their families. It costs £5.6 million to run Rowcroft for a year. The NHS funds 23% of our costs, but the rest – over £4.3 million - is raised from voluntary contributions. We must raise over £11,800 every day in order to provide the range of services on offer.

For more information please contact:

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