

## **PRESS RELEASE**

### **HATS OFF TO LIVE MODELS**

May 09, 2008

There may be a few turning heads from shoppers and it will certainly be “hats off” to a group of models if they can remain motionless for a “living” window display at the Cornwall Hospice Care retail outlet in Wadebridge this Saturday (May 17).

Manager Tracy Stokes came up with the idea of creating a display featuring volunteer staff and friends modelling a selection of hats and wedding attire to promote the shop’s hat hire service.

The models, dressed in special occasion items, which have been donated to the charity, will make up a stunning living display in the double fronted window of the shop in Molesworth Street throughout Saturday from 10am to 4pm to launch the shop’s Hat Promotion Week.

“ Many people will be thinking about weddings and outside events at this time of year and we thought this would be a really fantastic and unusual way of letting people know about our hat hire service and the high quality outfits we have for sale,” explained Tracy.

During May 17-24 any customers hiring a hat will be treated to a glass of Bucks Fizz and staff working on the shop floor will also come dressed in hats to add to the effect.

The shop provides an excellent selection of hats in a variety of colours and styles to hire for special events. Hire prices range from £3-15 per week, plus deposit, and hat boxes are provided.

The Wadebridge shop – one of 25 Cornwall Hospice Care retail outlets across the county – started the hat hire service two years ago and the selection of hats for hire has grown from just six to nearly sixty.

All profits raised from the retail group go to help provide specialist care to patients with life threatening illnesses at the county’s two hospices and gives support and advice to their families and loved ones.

It costs more than £5 million annually – the equivalent of £10 a minute – to provide these services and around 85 pence in every £ must be met through donations, fundraising, legacy gifts, and income from the retail outlet and the weekly lottery.

#### **Ends**

For further information or to arrange a photograph of the window display please contact Sarah Snell PR Manager on 01726 874516 or Tracy Stokes, Wadebridge Shop Manager on 01208 814140.