

BRAVE

Important information and application guidance

Friends of ANCHOR's search is on for 24 models to take part in Brave 2025

This is your chance to meet fellow men who have been, or are going through, their own cancer or haematology diagnosis. It's also a chance to share your story, instil hope in others and raise funds for Friends of ANCHOR while meeting inspirational men and enjoying the chance to be styled by professionals.

"I was speechless when I found out that I'd been selected for Brave 2024. It means so much.

"The other guys are a special bunch – we can talk about anything. I feel like I've got a group of new best friends.

"Brave is the most exciting, wonderful, emotional, life-changing thing I've ever done. I'd encourage anyone to apply – you'll make some wonderful memories."

Brave 2024 alumni Brian Noble



Guidance for completing your application

The questions in the application form have been designed to ensure we are able to create a diverse line-up for Brave, with varying ages, locations, backgrounds and diagnosis types. Completed applications are considered by a panel of event partners, sponsors, Friends of ANCHOR representatives and clinical staff from the ANCHOR Unit.

Your application and any letters of support you receive (see reference to this below) are the only items the panel will have in front of them for consideration. For this reason, we ask that you please share as much as you are comfortable to about your personal story (within the word count) or ask a family member or friend to complete it on your behalf. The application form is your way of telling your story, so please include all information you would like us to know.

The application deadline is noon on Friday January 24, so please make sure you return your form to us by email or post in time.

Email: info@friendsofanchor.org

Postal address: Fundraising team, Friends of ANCHOR, c/o Balmoral Group, Balmoral Park, Loirston, Aberdeen, AB12 3GY

Letters of support

Letters of support are welcomed in addition to your application. They are by no means compulsory, but loved ones and colleagues can often help give us a better insight into you: what they think you'd get from it, why is now your time to shine etc. Nominations can be submitted online by visiting <http://tiny.cc/Bravenoteofsupport> or by letter - of **no more than 250 words** – submitted by email or posted to our fundraising office.

Catwalk confidence

A cancer or haematology diagnosis can affect everyone differently. For some, it can result in a real change to confidence levels. Through Brave we want to give men an opportunity to reclaim that confident spirit while celebrating their strength and resilience.

Behind the scenes of the Brave experience is a team of professionals who are there to make the experience an enjoyable one – with professional training, choreography, styling and encouragement so that you feel comfortable and confident on the catwalk.

You'll be styled by Gail Rose of Premiere Productions UK. Gail has over 30 years of experience and has produced some of the biggest fashion shows across the north-east and UK.

Tickets

If you're selected for Brave 2025, please don't worry about tickets. We ensure every model has the option to book a table for up to 10 people reserved at each of the two shows, allowing their loved ones to be there. Thanks to the generosity of our Pay it Forward sponsors, models are all able to benefit from 1 complimentary table within their 2-table allocation. Ticket bookings are not compulsory and can be managed at your preference.

Commitment

There will be multiple rehearsals in the run up to Brave. These are lots of fun – not only geared towards putting you at ease on the runway with professional catwalk training, but also a great chance to get to know the fellow models you'll be sharing the stage with, forging friendships in the lead up to the show.

Key dates within the Brave 2025 schedule are listed below. In addition to these dates, there will be dates for your professional clothes fittings, a photoshoot and a pamper session.

- Wednesday February 5, 5-7pm | Model line-up reveal: Meet your fellow catwalk stars at this press call.
- Wednesday, February 19, 6.30 - 8.30pm | Icebreaker dinner with full hospitality provided – a chance to get to know your fellow models, the Friends of ANCHOR team and the Premiere Productions UK crew.
- Wednesday, March 5, 6.30 - 8.30pm | Rehearsal 1 with a demonstration and full support from your professional trainers
- Wednesday, March 19 6.30 - 8.30pm | Rehearsal 2
- Tuesday, March 25 or Wednesday March 26, 6pm – 8.30pm | Joint rehearsal (note different day & earlier start)
- Wednesday, April 16 6.30 – 8.30pm | Rehearsal 4
- Wednesday, April 23, 6.30-9pm | Joint rehearsal 5 (note later finish)
- Wednesday, April 30 – Rehearsal 6
- **Thursday May 8 and Friday May 9 – Show days!**

We'll ask you to be available from mid-morning on both show days.

If you are unable to attend all six rehearsals, please don't let that put you off applying – all we hope is that you are able to attend the majority. For those going through treatment, your health and recovery is paramount and again, we are more than happy to accommodate this within your rehearsal attendance.

In the lead up to Brave, we'll also invite you to take part in fundraising and storytelling features.

If you have any queries about your application, call the Friends of ANCHOR office on 01224 859136, or email info@friendsofanchor.org

