

COURAGE

ON THE CATWALK™

Important information and application guidance

Friends of ANCHOR's search is on for 24 models to take part in Courage on the Catwalk 2024

This is your chance to meet fellow women 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 essential funds for Friends of ANCHOR while meeting inspirational women and enjoying the chance to be styled by professionals.

"It's difficult to put into words what an amazing experience this has been.

"We all felt completely spoilt from day one and over the weekend it was overwhelming to have so many giving up their time to look after us. At the start you told us we would form special friendships but I didn't expect such a close bond with each and every one of the group."

Courage on the Catwalk 2023 alumni Betty Murray



GUIDANCE FOR COMPLETING THE APPLICATION

The questions in the application form have been designed to ensure we are able to create a diverse line-up for Courage on the Catwalk, 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 nominations you receive (please read 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 26, 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

NOMINATIONS

Letters of support are welcomed in addition to your application. This is by no means a compulsory element of the application process, but loved ones, colleagues etc are invited to send an email or letter of support, should they wish to.

CATWALK CONFIDENCE

A cancer or haematology diagnosis can affect everyone differently. For some, it can result in a real change to confidence levels. Through Courage on the Catwalk (COTC) we want to give women an opportunity to reclaim that confident spirit while celebrating their strength and resilience.

Behind the scenes of the COTC 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

Please be assured that everyone who takes part in COTC 2024 has been reserved a table for up to 10 people, 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 a complimentary table within their 2-table allocation. Ticket bookings are not compulsory and can be managed at your preference.

COMMITMENT

In the lead up to the event, we'll invite you to take part in fundraising and participate in press and media features to help raise awareness for the event and cause.

There will be multiple rehearsals in the run up to COTC. 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.

To be able to fully make the most of the Courage on the Catwalk experience, we hope our selected models will be able to join us for the majority of rehearsals, which take place in Aberdeen on Tuesday evenings.

Key dates within the Courage on the Catwalk 2024 schedule are listed below. In addition to these dates, there will be dates for your professional clothes fittings for catwalk outfits, a photoshoot and a pamper session.

- Wednesday February 7, 2-4pm | Model line-up reveal: The 2024 models will meet for the first time for the press announcement
- Tuesday February 20, 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.
- Tuesday March 5, 6.30 – 8.30pm | Kick-off social
- Tuesday March 19, 6.30 - 8.30pm | Rehearsal 1
- Tuesday March 26, 6.30 - 8.30pm | Rehearsal 2
- Tuesday April 16, 6.30 – 8.30pm | Rehearsal 3
- Tuesday, April 23, 6.30 – 8.30pm | Halfway social
- Wednesday May 1, 6 – 8.30pm | Joint rehearsal (note different day & earlier start)
- Tuesday May 7, 6.30-9pm | Rehearsal 5 (note later finish)
- **Saturday May 18 and Sunday May 19 – Show days!**

If you are unable to attend all five 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.

Since it launched in 2013, Courage on the Catwalk has raised over £1m for Friends of ANCHOR, every penny of which has made a direct difference to North-east cancer and haematology care.

If you have any queries, please don't hesitate to call the Friends of ANCHOR office on 01224 859136, or email info@friendsofanchor.org.

