

# 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 2025

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.

"Since starting my Courage journey, I have met the most amazing people and the friendships made along the way will last a lifetime. The whole experience has been very special and the kindness extended to each and every one of my Courage sisters and Brave brothers by Friends of ANCHOR really has been life changing.

"Our catwalk journey may now be over, but it's time to look forward to welcoming the 2025 Courage and Braves. They are in for a life changing exciting experience."

#### *Courage on the Catwalk 2024 alumni Janet Mckenzie*



### 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 Courage on the Catwalk (COTC), 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. Due to overwhelming demand for places, applications that don't meet the minimum word count (where it is stated), may not be considered.

***Please note:*** We will only be taking 60 applications forward to our panel so we recommend you answer your questions as fully as possible, whilst adhering to the recommended word count.

*We've introduced this process due to the overwhelming demand we've faced in recent years. We want to ensure our selection panel can fairly consider each application and find the broadest representation of those who have faced a diagnosis. Due to the predicted interest, please submit yours as soon as possible as we may have to close the process early.*

***The final application deadline is noon on Friday January 24, but please get your form to us as soon as you can. You can submit them by email or post.***

Email: [info@friendsofanchor.org](mailto: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/Couragenoteofsupport> 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 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

If you're selected for COTC 2025, please don't worry about tickets. We ensure every model has the option to book 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 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 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.

Key dates within the Courage on the Catwalk 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, 2-4pm | Model line-up reveal: Meet your fellow catwalk stars at this press call.
- Tuesday, February 18, 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 4, 6.30 - 8.30pm | Rehearsal 1
- Tuesday, March 18, 6.30 - 8.30pm | Rehearsal 2
- Tuesday, March 25 or Wednesday March 26, 6pm – 8.30pm | Joint rehearsal (note different day & earlier start)
- Tuesday, April 15 6 – 8.30pm | Rehearsal 4
- Wednesday, April 23, 6.30-9pm | Joint rehearsal 5 (note different day & later finish)
- Tuesday, April 29 – Rehearsal 6
- **Saturday May 10 and Sunday May 11 – 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 COTC, we'll 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](mailto:info@friendsofanchor.org)

