

Cheshire Set Bare All for Charity

Some of Cheshire's loveliest ladies are revealing their very own version of a Calendar Girls production next month in order to raise funds for the Prader Willi Syndrome Association (**PWSA UK**). Inspired by 2-year old Jimmy Wilkinson, who was diagnosed with Prader Willi Syndrome in 2010, the brave friends from the Knutsford area are releasing **Jimmy's Bluebelles**, wearing little more than a smile.



Launching on 16th November, the "Bluebelles" are hoping that their mischievous fundraising efforts will attract plenty of attention for the charity.

Prader Willi Syndrome (PWS) is a rare, complex genetic disorder, which is present from birth and continues throughout life. PWSA UK has been operating for over 30 years and is the only organisation in the UK that is dedicated solely to supporting people with PWS, their families, carers and professionals, in managing the impact of the syndrome. The charity receives no government funding, and relies entirely on the donations and fundraising activities of its supporters.

The idea for the calendar came about at a PWSA UK awareness event in August, when Jimmy's mum Kate joked with friends about how they could follow up recent fundraising efforts for the charity. The Wilkinson family have received tremendous support from PWSA UK since Jimmy's diagnosis, and have already raised almost ten thousand pounds through swimming, sky-diving, charity evenings and most recently, Jimmy's Dad James and his Uncle Matt running the London Marathon. Kate wanted to get involved in the action, and it was suggested that the best way to get attention would be by "getting their kits off!"



Commenting on her inspiration to raise funds for the charity, Kate recalls, "It has taken a long time for our family and friends to understand this rare syndrome, and how it will effect Jimmy's development. The majority of this understanding is down to PWSA UK and for that I can't thank them enough.

"We've been overwhelmed by the support of friends, family and the businesses who have helped us pull the calendar together, and can't wait to see the results."

Jo Brand, one of the patrons of PWSA UK, has given her full endorsement of the project, contributing a foreword for Jimmy's Bluebelles and commenting, "Prader Willi Syndrome is neither a well known or well understood condition, however the diagnosis for an affected family is a trauma of unimaginable proportions. The Wilkinson Family have used all of their creative and natural talents to produce this calendar in order raise funds for PWSA UK, and as Patron I am delighted to introduce 2013 in twelve images of health and happiness that we can all aspire to!"



The calendar has been funded by Car Loan 4U Limited, and photography and graphic design resource donated by Chelsea Shoemsmith Photography and Vibe Limited in Macclesfield. PWSA UK will receive 100% of proceeds from all sales of the calendar. CEO of the charity, Susan Passmore, has commented on their appreciation, "I would like to extend our thanks for the tremendous support this calendar affords."

The launch event for Jimmy's Bluebelles is being held on Friday 16th November at the Canvas Lounge in Knutsford, Cheshire. All of the Bluebelles will be in attendance on what promises to be an evening full of surprises, including an exclusive performance by Ice Glitz Productions and the amazing band SUPERfreak to mark the unveiling of the final designs.

Notes to Editors:

- The official launch night for Jimmy's Bluebelles is being held at the **Canvas Lounge** (76 King Street, Knutsford, Cheshire, WA16 6ED – www.canvaslounge.co.uk) on Friday 16th November 2012 from 8pm.

***** This is an open event and we extend a warm invitation for you to attend *****

- PWSA UK is a registered charity (number 284583) – www.pwsa.co.uk
- The calendar will be retailed through www.jimmysgirls.co.uk at £8.99 (incl. P&P) from 16th November 2012
- Print cost is being fully funded by Car Loan 4U Limited, and all proceeds from calendar sales are being donated directly to PWSA UK
- **Contributing businesses are:**
 - Car Loan 4U Limited – full funding of calendar production (www.carloan4u.co.uk)
 - Chelsea Shoemsmith – photography services (www.chelseashoemsmith.co.uk)
 - Vibe Limited – graphic design (www.yourvibe.co.uk)
 - The Canvas Lounge – launch night venue (www.canvaslounge.co.uk)
 - Ice Glitz Productions – launch night performance (www.iceglitzproductions.com)
 - SUPERfreak – launch night performance (<http://www.myspace.com/superfreakuk>)

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- **Please contact Mary Llewellyn for further information:**
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