Press Release

Immediate Release

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Newark Care Service Unites with Community to Raise Hundreds for Breast Cancer Charity

A care service in Nottinghamshire turned pink for a purpose, raising nearly £300 for a breast cancer charity.

Located in Newark, Elston House is a specialist residential care service for adults with autism and learning disabilities.

The Cygnet Social Care service hosted a 'wear it pink' event, raising £293 for Breast Cancer Now.

The charity supports those affected by breast cancer by funding research to improve diagnosis, treatment, and prevention of the disease. Breast Cancer Now also provides vital support services whilst raising awareness and advocating for better care for those with breast cancer across the UK.

Tanya Walker, Home Manager at Elston House, organised the fundraising event and shared her motivations behind it.

She said: "The ultimate driving force was my mum, a breast cancer survivor and a woman who is stronger than anyone I have ever known. Having witnessed the impact of this disease firsthand within my own family, I felt compelled to act.

"However, this initiative was also dedicated to the broader community: to every individual, family member, and caregiver currently affected by cancer.

"I am incredibly proud that we raised so much money together to fund vital research and support for everyone who needs it. We want to thank everyone from the community and all staff for being so generous and getting involved in supporting such a great cause."

Staff, residents and members of the local community enjoyed a coffee and cake afternoon, all dressed in pink, before taking part in a series of games, including a raffle, to keep donations rolling in.

"It was an opportunity for everyone to talk, eat and have some fun whilst raising money for a great cause," explained Tanya.

"It was a real highlight seeing how everyone got involved with the fundraiser, from decorating or baking cakes to playing games to just coming together with others for

a chat and enjoying themselves. We also met some great people from our local community, which was another big part of the afternoon."