

the **HatMagazine**

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Famous supporters for Wear a Hat Day: Caprice Bourret, Debbie McGee and Sheila Hancock

Wear a Hat Day 2018

By Katy Mackenzie

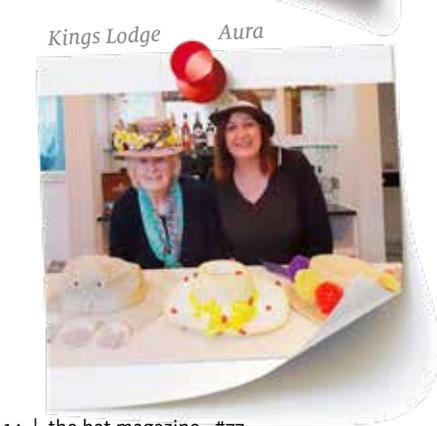
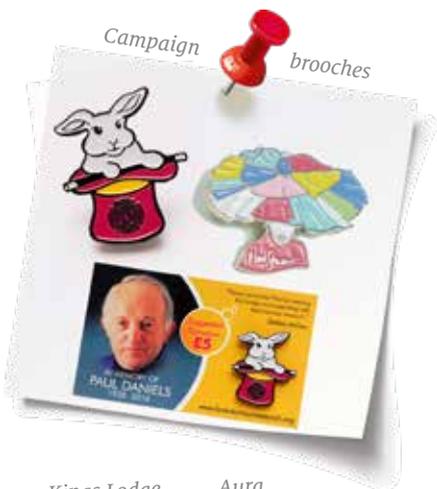
(special thanks to Brain Tumour Research)

Brain tumours kill more children and people under the age of 40 than any other cancer – with about 16,000 diagnoses in the UK per year. And yet, only 1% of national cancer research spending is put into brain tumour research.

These stark facts are what drive Brain Tumour Research in its bid to conquer the disease. Brain Tumour Research is one of the fastest growing charities for cancer research in the country and its aim is clear, to raise awareness and money in order to increase government funding into this devastating disease. They are building a network of experts in sustainable and continuous research at dedicated Centres of Excellence whilst influencing the Government and larger cancer charities to invest more nationally. Since 2010, Brain Tumour Research has held a wonderfully effective, yet simple annual event, called Wear a Hat Day. This day is the culmination of Brain Tumour Awareness Month and this year it was

held on Thursday 29th March. The Hat Magazine has been proud to support this charity, and of course, the event itself – an ingenious way of involving people across the UK to raise money and awareness for the charity ...by simply wearing a hat!

Of course, Wear a Hat Day is more than just putting on a hat, and events have taken place up and down the country, well before and are continuing long after the day itself. This year, the day has been led by the businesswoman, model, actress and mum, Caprice – herself a survivor of the disease. Alongside national treasures Debbie McGee and Sheila Hancock, Caprice has joined supporters, clinicians,



researchers and MPs in a programme of charity events in the run-up to Wear a Hat Day 2018. Debbie McGee lost her husband, Paul Daniels, in 2016 and she has teamed up with the charity to produce a special 'Rabbit in a Hat' badge, still available from the charity, as a tribute to the great magician. For a very moving account of their traumatic journey through Paul's last couple of months, go to the Brain Tumour Research website.

The official sponsor of Wear a Hat Day 2018 has been Specsavers. The link between eye tests and brain tumour detection makes them an ideal partner. Branches all over the UK have been participating in coffee mornings, Hatty lunches, afternoon teas, 'create a hat' competitions, hat quizzes and Hatty bake-offs. The charity has again partnered with Hobbycraft, who have been running in-store events and donated a percentage from the sales of their exclusive 'Pink Glitter Side Hat' to the charity. The store has been running a competition in order to encourage schools to participate, which has resulted in more schools than ever getting involved. As the statistics show that brain tumours cause the largest number of deaths amongst children, it does seem particularly fitting that schools get actively involved in Wear a Hat Day. It is incredibly easy to ask children to

design and/or wear hats for the day and the charity even offer representatives to go into schools and present assemblies so that everyone understands the importance and relevance of Brain Tumour Research.

Milliner Noel Stewart has joined fashion luminaries such as Philip Treacy OBE and Stephen Jones OBE to design a limited-edition enamel brooch for the new campaign. This is still available from www.wearahatday.org.

KuSan Accessories in London has not only participated in Wear a Hat Day, but has also created their own bobble hat using the Brain Tumour Research colours of bright pink and yellow (£4 from every sale goes directly to the charity). Facebook and Instagram lend themselves to customers participating easily and for every unique photo posted, KuSan have also donated a contribution. Sandra Fritsch one of the founders of KuSan summed up the passion that has moved so many people to become involved with Brain Tumour Research: "Our partnership with brain Tumour Research is particularly close to our hearts. Over the years we've lost several close family members to brain tumours, so being able to contribute to the ongoing research to fight this devastating disease is really important to us. Not only do I hope that the hats bring

pleasure to the wearer, but that they also raise awareness of a disease that affects so many people and their families each year".

The supporters and participants for Wear a Hat Day are many and varied. Wetherby Racecourse has been involved for a couple of years and this year offered prizes to entice people to enter the spirit of the day. St Bartholomew's Church in Church Minshull, Nantwich, held hat making activities and encouraged the congregation and visitors to wear hats, donate money and generally have some hatty-fun. There are workplaces up and down the country – businesses, schools, and many, many families all over the UK don their headgear and fly the flag for the charity. Each year, the event gains momentum and more people become involved. Next year... it could be you too! In the nine years that Wear a Hat Day has now been running, Brain Tumour Research has raised over £1 million through this event. This, of course, is only part of a bigger picture for the charity that raised over £6 million in 2017. However, it is a vital piece of their campaign, and one we are proud to support.

More information

To get involved or donate, please visit www.wearahatday.org or text HAT to 70660 to donate £5.

