



Press release

Date: 11 January 2017

Immediate release

Cheltenham businesses support evening of glamour to support vulnerable families

Banish the winter blues and welcome in Spring at Cheltenham on Trend, an exclusive evening of fashion and glamour being held for the second year running to raise money to support disadvantaged children and their families.

The fashion show and auction, which will be hosted by the charity Family Action, will feature all the latest trends from leading fashion retailers including Cousins of Cheltenham, OSKA, Karen Millen, Hobbs, LK Bennett and the House of Fraser. This fabulous event is sponsored once again by the award winning Stuart Holmes Salon for hair and beauty – one of Cheltenham’s most glamorous pampering destinations.

Salon owner, Sara Holmes said:

“We are thrilled to be supporting Cheltenham on Trend for the 2nd year running and the charity Family Action. They do such incredible work with so many families and children who experience a variety of difficulties and challenges. The event last year was a huge success and great fun and we love to be involved in such worthwhile causes which is why we are donating our time and services again.”

Family Action transforms lives by providing practical, emotional and financial support to those who are experiencing poverty, disadvantage and social isolation across England and Wales. The charity works with over 45,000 families through 145 community-based services. The charity’s innovative services reach out to those in need - strengthening families and communities, building skills and resilience and improving the life chances of so many children and adults.

Cheltenham on Trend takes place on Thursday 23 February at the iconic Pittville Pump Room in Cheltenham. Tickets start at £15 which includes a glass of wine. Upgrade to a Designer ticket for £25 and receive a bottle of wine or, if you want the luxury experience, our VIP tickets are £40 and include a bottle of champagne! All guests will also receive a goody bag full of amazing treats from Stuart Holmes.

Venue: Pittville Pump Room, E Approach Dr, Cheltenham GL52 3JE, UK

Date: Thursday 23 February, 2017

Time: Doors open from 6:30pm

Tickets: Available from www.cheltenham-on-trend.evenbrite.com
or email events@family-action.org.uk

To find out more about Cheltenham on Trend, please contact emma.sorrell@family-action.org.uk or telephone 020 7241 7608.

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For further information about Family Action and for interviews please contact:

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Notes to Editors:-

About Family Action

Family Action is a charity committed to building stronger families by delivering innovative and effective services and support that reaches out to many of the UK's most vulnerable people.

We seek to empower people and communities to address their issues and challenges through practical, financial and emotional help.

Our work is wide-ranging and includes help for parents-to-be, the provision of many Children's Centres in local communities, intensive family support, emotional health and wellbeing services, counselling, mediation and therapies, support in schools and financial grants programmes. Family Action is also recognised as a leading provider of training.

Registered Charity Number: 264 713

Website: www.family-action.org.uk

Twitter: [@family_action](https://twitter.com/family_action)

Facebook: Family Action