



THE WHY, WHAT & HOW OF WEAR A HAT DAY 2018
with Wool@J13

MAKE IT CREATIVE & MAKE IT FUN TO FUNDRAISE

WHY



Debbie McGee, Strictly Come Dancing star, married to Paul Daniels

"It is important to me to share Paul's story because I want to help other people. Paul was one of those people who genuinely lit up a room when he walked in and I want people to know how this cruel disease stripped him of everything within a few short weeks to the point where he collapsed on the bathroom floor and I held him as he wept and asked me what was happening to him." <https://www.braintumourresearch.org/about/our-patrons-celebs/debbie-mcgee>

Wear A Hat Day <https://www.braintumourresearch.org/fundraise/wear-a-hat-day> has gained significant celebrity support since the first event in 2010. The charity is extremely proud to have the backing of some very well-known faces and personalities, many of whom have been touched personally by the tragedy of a brain tumour.

High public profiles certainly help to draw attention to Wear A Hat Day, the premier brain tumour awareness event in the UK which has just 1% of the national research spend allocated to the why of this devastating disease.

But there are also people like Sam, on the ground, day to day people who no-one may have heard of. We met Sam through Facebook recently. She's a keen crafter. She was also diagnosed with a rare brain tumour in 2015 and she continues to battle her gremlins on good days and on bad days. Sam will say that her knitting & crocheting have kept her going these last few years and have really helped her rehabilitation more recently.



Wool@J13 wants to do its bit for Sam and the people we haven't yet met and may never meet – contributing a drop in the ocean of funding for vital research into the cause of & cure for brain tumours, but a drop nonetheless.

WHAT

Help Brain Tumour Research to fundraise by **WEARING YOUR HAT** in public on **March 31st, 2018** in **Stafford Town Centre**. The official national Wear A Hat Day fundraiser for Brain Tumour Research is on March 29th. We'll be joining the party on Saturday March 31st to do our bit.

HOW

- Don your hat. Made or bought, it doesn't matter. [Meet for breakfast, wearing your hat, at The Soup Kitchen in Stafford Town Centre](#) between 9 and 10a.m.
- [Converge flash mob style on Stafford Town Centre](#) with fundraising buckets & BTR leaflets to encourage public giving

How do I get involved? Email hello@wool-j13.uk to let us know you want to join in and sign up for our Newsletter at the bottom of our home page <http://wool-j13.uk> to keep you in touch.

THANKYOU!