



PRESS RELEASE

Textured celebrity artwork to be unveiled at Fashion and Textile Museum, in aid of Breast Cancer Care

Actress, TV presenter and former Loose Women panellist, Denise Welch, will be unveiling a textured painting on Friday 14th November at London's Fashion and Textile Museum. The painting, which contains lace, ribbons and bows taken from Denise's pink autographed bra, as well as material from other celebrity bras too, has been produced to raise awareness and vital funds for Breast Cancer Care – the only UK-wide specialist support charity.

The painting was created by New Forest mixed-media artist, Sharon White, who embarked on a 1,000 mile UK tour during the month of October to mark Breast Cancer Awareness Month. News of her journey reached 2 million people, as Twitter posts plotted her progress. Sharon visited Breast Cancer Care's central offices in Glasgow, Sheffield and London where art and craft workshops were held with the charity's volunteers, supporters and women who have faced cancer.

Celebrities from the world of showbiz and entertainment contributed autographed bras, from the likes of Lorraine Kelly, Kirstie Allsopp, Strictly Come Dancing and Jane McDonald. Denise has been a devoted supporter throughout and says *"I believed in this campaign at the outset and that's why I donated my autographed bra. There are therapeutic qualities in the power of art and this painting depicts a tree of life giving hope to anyone who is suffering with the awful disease"*.

Textured butterflies were created from the materials utilised from the bras at each workshop and the artist, Sharon White, explains *"Butterflies symbolize freedom, beauty and change and represent a period of transformation in a woman's life. I've been overwhelmed by the enthusiasm and compassion shown by all of the ladies who took part in this artwork; from the workshop creative; the Breast Cancer Care representatives and the celebrities who signed bras. As an artist, this is my proudest moment to honour the incredible work that is tirelessly undertaken by Breast Cancer Care and to see our collaborative work take pride of place at London's Fashion and Textile Museum"*.

The Head of the Museum, Celia Joicey and Curator Dennis Nothdruff will be present at the unveiling and Celia enthuses *"The Museum is dedicated to all aspects of fashion and textiles, in particular the stories and emotions associated with them. We are delighted to showcase this art for Breast Cancer Care, which expresses the creative work of the many volunteers, supporters and women involved with the charity. We will be engaging with our visitors to let them know about the display, the issues it represents and the positive energy behind its creation."*

Key representatives from Breast Cancer Care, plus specialist consultants will also be in attendance at the launch, which takes place at 4.15pm on Friday 14th November at the Fashion and Textile Museum, 83 Bermondsey Street, London SE1 3XF.

~ENDS~

Media/ Notes to Editor

For further information/images, interviews plus photo opportunities at the launch, please contact:-

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About the artist, Sharon White

Sharon graduated in arts education at Southampton University and went on to teach for 16 years in secondary advanced skills art education. Three years ago she was struck down with pleurisy and ironically it was her love of art that helped to rehabilitate her back to good health. Her art emporium 'Mumbo Jumbo Paint' was launched and her textured artwork has now reached the cultural capital of the world, Dubai, where she has an exhibition taking place in February 2015. Her Auntie was diagnosed with breast cancer this year so she can closely relate to the suffering and worrying rippling effects that this disease influences. More information about her artwork can be found on www.mumbojumbopaint.co.uk

About Breast Cancer Care:

Breast Cancer Care is the only specialist breast cancer support charity working throughout the UK. We were founded in 1973 by Betty Westgate, who was herself diagnosed with breast cancer. In the ensuing forty years we have supported millions of women and their families through our face-to-face, phone and online services. We also provide training, support and networking opportunities to specialist breast cancer nurses, and Breast Cancer Care publications are used by the majority of breast cancer units throughout the UK. We campaign for better support and care and promote the importance of early detection, involving people with breast cancer in all that we do. Visit www.breastcancercare.org.uk or call our free helpline on 0808 800 6000 Breast Cancer Care 2013. Registered charity: England and Wales 1017658, Scotland SC038104.

About The Fashion and Textile Museum:

The Fashion and Textile Museum is at 83 Bermondsey Street, London SE1 3XF. [@FashionTextile](http://www.ftmlondon.org)

Museum opening times: Tuesday–Saturday, 11am–6pm; Thursday until 8pm; Sunday until 5pm last admission 45 minutes prior to closing. Monday closed.

The Fashion and Textile Museum is the only museum in the UK solely dedicated to showcasing developments in contemporary fashion, as well as providing inspiration, support and training for those working in the industry. Founded by iconic British designer Zandra Rhodes, the museum is owned by Newham College London – one of Europe's

largest further education colleges. The Museum is located in the only building in Europe designed by award-winning Mexican architect Ricardo Legorreta (1931–2011).

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Images from left to right: Sharon White and the Tree of Life canvas; Tree of Life (detail), 2014; Denise Welch.