

Love Cambridge Sparkle & Shine Ball raises £4000 for Alzheimer's Research Trust

Last night saw The Doubletree by Hilton come alight when Love Cambridge in partnership with Golley Slater hosted the 3rd annual Sparkle & Shine Ball with over 100 people in attendance.

The evening was a huge success and raised an outstanding **£4000** for Golley Slater's nominated charity the Alzheimer's Research Trust by way of an auction and raffle. Auction and raffle prizes were kindly donated by businesses and organisations from Cambridge and the surrounding areas.

Althea Taylor, Managing Director - Golley Slater Cambridge says 'Golley Slater were delighted to support The Sparkle & Shine Ball and choose Alzheimer's Research Trust as the nominated charity. We all need recognise the ticking time bomb of dementia and value the vital research work that the Alzheimer's Research Trust fund'. She goes on to say 'My guests and I had a fabulous time and we were all very impressed with the community spirit amongst the businesses in Cambridge and we are very happy to be part of this business community, pulling together to support local charities.'

Miranda Mays, Corporate Fundraising Manager for the Alzheimer's Research Trust, said: "This is a brilliant result! The £4,000 raised will pay for over 300 hours of cutting-edge research, bringing us ever nearer to finding preventions, new treatments and an eventual cure for Alzheimer's disease and other forms of dementia. We are very grateful to Love Cambridge and Golley Slater for raising money for our vital research through this glittering event and to the generosity of so many local businesses and individuals.

"Over 6,000 people in Cambridgeshire are living with the daily reality of dementia. More investment into research is desperately needed and the Alzheimer's Research Trust relies entirely on its wonderful supporters."

Prizes included a mixture of fabulous 'money can't buy' experience days – such as a VIP Day at The Jockey Club Rooms, hotel stays, jewellery, a VIP Day at Cambridge United, Christmas Hampers and a wealth of health & beauty products to name a few!

Becky Burrell, Marketing Manager Love Cambridge says 'We are absolutely thrilled with the success of the event this year. We were acutely aware that peoples spending habits have changed over the last 18 months, so to raise £4000 in one evening is a real achievement.' She goes on to say 'The generosity of the businesses and organisations that donated gifts and prizes was phenomenal. I would personally like to thank everyone that contributed to the making the event the success that it was'.

The Sparkle & Shine Ball was launched in 2008 to bring together the city centre community ahead of the crucial Christmas trading period and is increasing in popularity year on year.

For more information on Love Cambridge please contact Becky Burrell on 01223 457198 or email becky.burrell@love-cambridge.co.uk

Notes to editors:

- Love Cambridge is an organisation that brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

Alzheimer's Research Trust:

- The Alzheimer's Research Trust provides free information on Alzheimer's disease and related dementias: phone 01223 843899 or visit www.alzheimers-research.org.uk. The charity relies solely on public donations to fund its research.
- There are 820,000 people living with dementia in the UK today, with numbers forecast to increase substantially in the next generation.
- The Alzheimer's Research Trust is currently supporting over 120 cutting-edge research projects at leading universities across the country.