

### Love Cambridge Sparkle & Shine Ball

Love Cambridge in partnership with Golley Slater are hosting the 3<sup>rd</sup> annual Sparkle & Shine Ball on Tuesday 9<sup>th</sup> November at the Doubletree by Hilton Hotel.

Join us for a simply wonderful evening with drinks, a 3-course meal, music and a exclusive charity auction for Golley Slater's nominated charity The Alzheimer's Research Trust. Auction prizes are being donated by businesses.

Ticket price includes drinks throughout the evening, canapés and fizz on arrival and a mouth-watering 3-course meal prepared by the team of chefs at The Doubletree by Hilton Hotel. All proceeds on the evening will be going to The Alzheimer's Research Trust - so why not join us for what promises to be a memorable evening.

Previous events have raised over £15,000 for nominated charities and have provided a valuable networking opportunity for businesses.

The Sparkle & Shine Ball was launched in 2008 to bring together the city centre community ahead of the crucial Christmas trading period.

#### **Ticket information**

Tickets are available from Love Cambridge at a cost of £60.00 + vat each or purchase a table of 10 for only £540.00 + vat. For ticket information please contact [jo.humm@love-cambridge.co.uk](mailto:jo.humm@love-cambridge.co.uk) or call 01223 457179.

We are also asking companies to donate auction prizes to the evening, previous prizes have included a weekend break in Milan, shopping vouchers, stunning jewellery, event tickets and a family day out to name a few. If any company would like to donate a prize and receive recognition in our events evening programme and pre-event promotion please contact [jo.humm@love-cambridge.co.uk](mailto:jo.humm@love-cambridge.co.uk) or call 01223 457179.

#### **Alzheimers Research Trust Information**

The Alzheimer's Research Trust funds world-class scientific research to find ways to prevent, cure or treat Alzheimer's disease and related dementias. Over 820,000 people live with dementia in the UK, a number forecast to increase massively. As the UK's leading dementia research charity, the Alzheimer's Research Trust funds more world-class dementia research than anyone else. As the number of people with dementia rises, there is an urgent need to develop new treatments. Our scientists have been at the forefront of some of the biggest breakthroughs and research success stories of recent times. Each year

we commit to more grants, and with over 140 projects supported across the UK right now, our understanding of dementia and how to defeat it becomes more complete every day. To find out more about dementia and what we are doing to fight it, visit our website at [www.alzheimers-research.org.uk](http://www.alzheimers-research.org.uk) or call 01223 843899.

### **Golley Slater Information**

Golley Slater Cambridge is the newest regional PR office of the Golley Slater Group, an award winning marketing services agency which works with leading brands such as Orange, Mitsubishi, Hilton and Center Parcs. The Cambridge PR team helps clients engage with customers more effectively by combining PR expertise with customer insights to deliver campaigns that enhance their reputation and increase sales.

"We're thrilled to be this year's sponsor of the Sparkle & Shine Ball - the ball is an exciting way of bringing business and charity together and it's a great opportunity for Golley Slater to become more involved with the business community. We're particularly pleased to support The Alzheimer's Research Trust because dementia touches so many people's lives today. One of our clients is involved in dementia care for older people, so we are aware of the many challenges and have great empathy with the charity's work. I hope the auction raises a substantial amount of money for the charity. "

Althea Taylor-Salmon, Managing Director, Golley Slater Cambridge. For more information see [www.golleyslater.co.uk](http://www.golleyslater.co.uk)

For more information about Love Cambridge and the Sparkle & Shine Ball please visit [www.love-cambridge.co.uk](http://www.love-cambridge.co.uk) or call Jo Humm on 01223 457179.

### **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.

For more information on Love Cambridge and The Sparkle & Shine Ball, tickets or to donate a prize please contact Jo Humm on 01223 457179 or email [jo.humm@love-cambridge.co.uk](mailto:jo.humm@love-cambridge.co.uk)