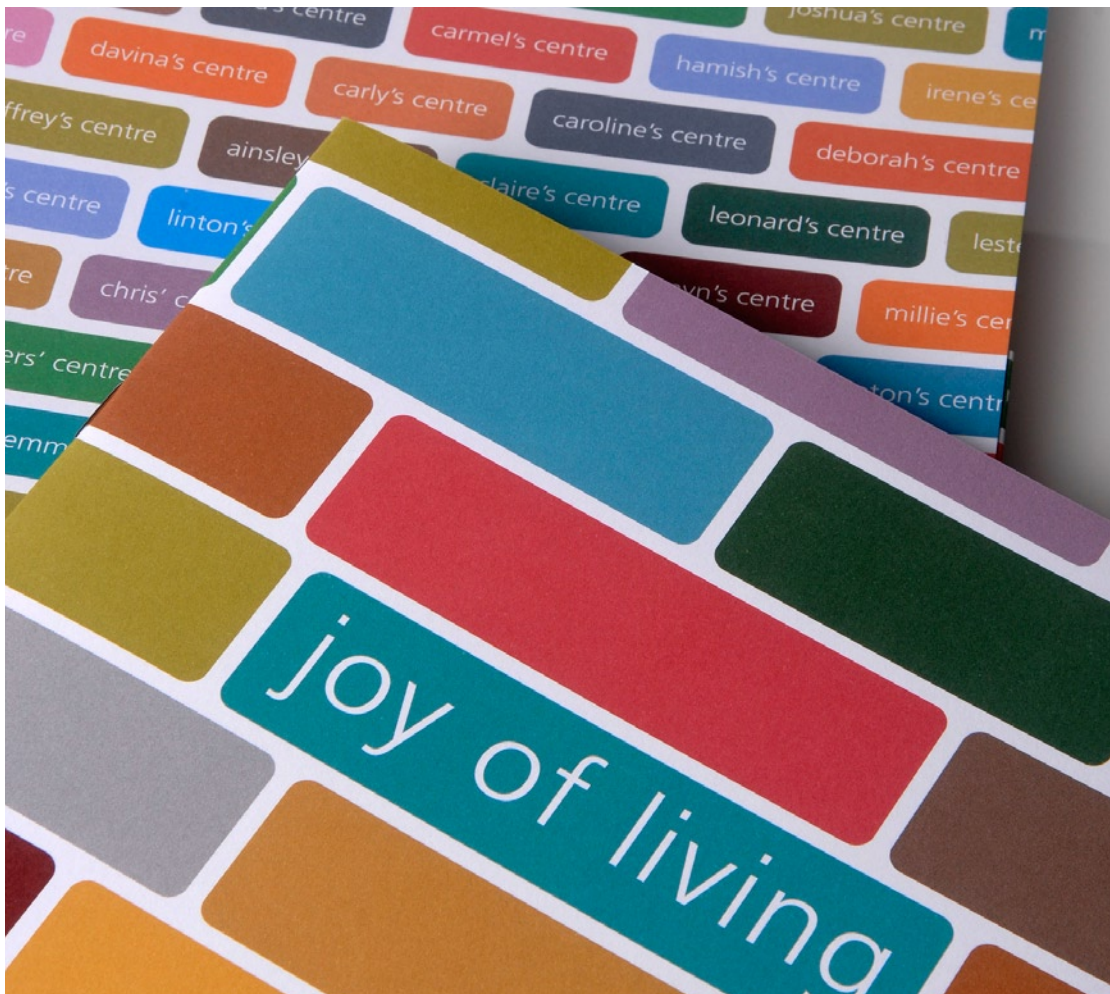


SILK PEARCE DESIGNS FOR MAGGIE'S COMMUNITY CANCER CARING CENTRES

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Branding and design consultancy, Silk Pearce has been appointed by Maggie's Cancer Caring Centres to help kick-off a £15 million fundraising campaign to build five new centres across England and Wales. The consultancy's initial work includes developing campaign branding, literature and event materials.

Silk Pearce's design theme for the 'Joy of Living' campaign is based around a brightly coloured pattern constructed from individual bricks bearing a wide variety of first names plus the word 'centre' (as shown below). The named bricks are a visual reminder to prospective donors that although each Maggie's Centre might sound like it belongs to Maggie, it is in fact there for the whole community.



Joy of Living brochure cover





Through the course of 2008, the brick logo and design style will be rolled out into regional advertising, fundraising and other activities to secure local funding and support for each new centre.

“Joy of Living is a major expansion programme that will see us establishing permanent sites in England and Wales and adding to our existing base of five Scottish centres. However, everyone at Maggie’s feels that we are already off to an excellent start in meeting our target. Silk Pearce has devised a high impact, thought-provoking campaign identity to emphasise the inclusive nature of all our centres but also to engage and appeal to our local communities,” said Marie McQuade, communications director at Maggie’s Centres.



Spread from the Joy of Living brochure

“Silk Pearce is delighted to have been appointed for a major project that we know will improve so many peoples’ lives. From our first visits, it was clear to us that Maggie’s centres are truly unique, inspirational places that make a significant difference to how people live with cancer. With our designs we wanted to not only reflect those feelings of community ownership, but also to develop a ‘look and feel’ that can be easily extended across future promotional activities as more localised activities get underway,” said Peter Silk, joint creative director at Silk Pearce.

The Joy of Living campaign continues a vision set out by the charity’s founder, Maggie Keswick Jencks, who felt people needed a calming place in the midst of medical treatment for cancer. She said, “Above all what matters is not to lose the joy of living in the fear of dying” – a single sentence that now underpins and guides all the charity’s work.





All Maggie's Centres are specifically located near to major cancer hospitals to offer immediate practical and emotional support but in an uplifting and calming environment. Each building is literally a work of art, designed by a different internationally-acclaimed architect, but is also fully integrated with its local community. Local people are actively involved from day one in securing the initial build finance, as well as taking active roles in the running and future funding of their centre.

The five new centres - based in Cheltenham, Oxford, Newcastle, Nottingham and Swansea - are due for completion in 2012 and are expected to ultimately have around 20,000 visits per year. Building and financing plans for the new centres are already progressing well. Innovative architects have been appointed for each new site and a national campaign board, led by patron Sarah Brown, is helping establish local campaign boards for community-based fundraising.

Maggie's Centres was also chosen as one of the Daily Telegraph's three Christmas charities for 2007 and Kylie Minogue and many other high-profile personalities are now backing the latest campaign.

ABOUT MAGGIE'S CENTRES

Over 1 in 3 people will develop cancer in their lifetime and medical advances mean that more people are living longer with a cancer diagnosis. Maggie's Cancer Caring Centres aim to equip people with the tools to build a life beyond cancer.

There are five existing Maggie's Cancer Caring Centres - Edinburgh, Glasgow, Dundee, Fife and the Highlands - offering emotional and psychological support and practical information to people who are either personally affected by cancer or know someone who is and would like to be of more support. In addition, interim facilities are currently running in Oxford and Wales, with a third due to open in Lanarkshire this spring. The first centre south of the border will open in London in April 2008, with a further five Centres planned throughout the UK in the next five years.

Maggie's Centres work closely with the cancer units at the NHS hospitals where they have Centres to ensure that the information and support it provides complements the treatment given in the hospital.

www.maggiescentres.org

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