**DRAFT**

**FOR IMMEDIATE RELEASE**

**April 2025**

**FLOUR POWER! HOST A CAKES4CANCER EVENT THIS MAY**

**AND RAISE DOUGH TO SUPPORT LOCAL PEOPLE AFFECTED BY CANCER**

**If baking takes your (fondant) fancy, Wessex Cancer Support would love you to host a Cakes4Cancer event this May to raise money to support local people affected by cancer.**

Rolling out across Hampshire, Dorset and the Isle of Wight between 5th and 11th May, Cakes4Cancer is a really simple way to come together with friends, family or colleagues and ‘bake’ a difference by asking for a donation in return for a cuppa and cake.

Catherine Price, Wessex Cancer Support’s Director of Fundraising, said:

**“**We’re passionate about community at Wessex Cancer Support and believe everyone affected by cancer should be able to get free and local emotional support whenever they need it. Cakes4Cancer is all about people coming together to enjoy something delicious for a great cause. Your event can be as big or small as you want, either in person or virtual. You could put on a coffee morning at work, host an afternoon tea with friends or arrange a bake sale at school. Whether it’s faked or baked, every cake sold could help change someone’s life for the better. It really is a piece of cake!”

The charity has put together a free kit containing everything you need to host your own event, including lots of event ideas, cake toppers, posters and recipe cards. Sign up at [Cakes4Cancer 2025 - Wessex Cancer Support](https://www.wessexcancer.org.uk/event/cakes-2025/)

**ENDS**

**For more information:**

Email: [media@wessexcancer.org.uk](mailto:media@wessexcancer.org.uk)

Tel: 023 8067 2200 [office hours]

**About Wessex Cancer Support**

Wessex Cancer Support provides free, local and personalised emotional support to anyone affected by cancer in Hampshire, Dorset and the Isle of Wight. Clients may have cancer themselves, be adjusting to life after cancer, supporting someone with cancer, or be bereaved. It is a charity which relies on donations to provide this support.

Through its four cancer support centres in Chandler’s Ford, Bournemouth, Waterside (Hythe) and Newport (Isle of Wight), the charity offers a drop-in service, professional counselling, complementary therapies, activities, support groups and courses. It also provides online services so people can access support from the comfort of their own home.

It runs services in the heart of the community, including popular Sing for Life choirs and transport on its Daisy Buses to help Isle of Wight and Channel Islands patients get to their hospital appointments on the mainland.

Natalie, a client, says: “At Wessex Cancer Support I’m simply Natalie and I feel heard. I’m not just a statistic or a sticker on a blood form. The charity’s supported me at so many stages of my cancer journey. I want to shout from the rooftops that it’s ok to ask for support if you need it.”

In 2024, the charity provided 19,000 client support sessions across its four cancer support centres and more than 15,000 journeys on its Daisy Buses. It provided 1,360 online support sessions. 100% of clients rated the support they received as good or excellent.