

Media Announcement
March 2015

MAGGIE'S ANNOUNCED AS LAPADA ART & ANTIQUES FAIR BENEFICIARY

Maggie's, the charity which offers free practical, emotional and social support to people with cancer and their family and friends, has been named as the beneficiary of the high profile LAPADA Art & Antiques Fair Charity Party, taking place on Thursday 24th September 2015.

The LAPADA Art & Antiques Fair, which has been extended this year due to visitor demand, showcases the UK's finest art, antiques and decorative arts. Sponsored by Delancey and held annually in Berkeley Square, in the heart of London's Mayfair, this must-visit fair attracts over 20,000 art and antiques collectors and enthusiasts from across the globe. For one night each year the purpose built exhibition space transforms, playing host to the exclusive LAPADA Charity Party.

Every year, more than 28,000 people are diagnosed with cancer in London, facing tough questions, exhausting treatment and difficult emotions that range from anxiety to loneliness and isolation. These challenges affect not only those with cancer, but their family and friends too. Maggie's aim is to be there for anyone and everyone with cancer across London, offering a programme of support based on evidence proven to strengthen physical and emotional wellbeing.

Built in the grounds of NHS cancer hospitals, Maggie's Centres are places with professional staff on hand to offer the support people need. They are places to find practical advice about benefits and eating well; places where qualified experts provide emotional support; friendly places to meet other people; calming spaces simply to sit quietly with a cup of tea. Great design and architecture are vital to the care Maggie's offers; and to achieve that Maggie's works with architects like Zaha Hadid, Richard Rogers and Norman Foster, whose expertise and experience deliver the calm, uplifting environments that are so important to the people with visit and work in the Centres.

There are 18 Maggie's Centres across the UK, online and abroad, including Maggie's West London, built in the grounds of Charing Cross Hospital, which has been supporting people with cancer since 2008. The charity has plans to open a further two Centres - Maggie's Barts and Maggie's at The Royal Marsden – to further extend their support across London.

This year Maggie's will host 'Maggie's Party at LAPADA', which includes a Party Reception and private view of the Fair, followed by Dinner in the Fair Brasserie, to raise important funds for the charity. Maggie's relies on voluntary donations to support and grow its network of Centres and to develop its unique, high quality programme of support. Money raised from the evening will help Maggie's to extend its support across London to make the biggest difference possible to people living with cancer and their family and friends. The evening will be generously supported by returning Principal Sponsor Delancey and fundraising revenue from ticket sales will be boosted with silent and live auctions. Chairing the event will be Clara Weatherall.

Clara Weatherall, Maggie's Party Chairman, commented: "I am thrilled to be involved with this wonderful event. It is a very exciting opportunity for us all. I am extremely grateful to the LAPADA Art & Antiques Fair for making Maggie's the beneficiary of its Gala Event, to our Principal Sponsor, Delancey and a huge thank you also goes to my excellent Gala and Party committees. Maggie's Centres are warm and welcoming places which provide fantastic practical, emotional and social support for people with cancer and their family and friends; the money we raise will help ensure that Maggie's unique service is extended across London."

Laura Lee, Chief Executive, Maggie's, commented "We are delighted to be named the beneficiary of this prestigious event and our heartfelt thanks go to the LAPADA Art & Antiques Fair for this

LAPADA

ART & ANTIQUES FAIR
BERKELEY SQUARE

opportunity and to the Principal Sponsor Delancey who have been tremendous supporters of Maggie's for many years. The money and awareness raised through this event will enable us to extend our unique programme of support to help even more people across London find their way through cancer."

Tickets for the event will go on sale in May. For further information on Maggie's and to find out more about 'Maggie's Party at LAPADA' please visit www.maggiescentres.org/lapada

Ends

Notes to Editors

Event: LAPADA Art & Antiques Fair 2015
Dates: Tuesday 22nd September – Sunday 27th September 2015
Location: Berkeley Square, Mayfair, W1J 6EB
Website: www.lapadalondon.com
Telephone: +44 (0) 20 7823 3511
Opening Hours: Collectors' Preview: Monday 21st September 2015: 3pm – 9pm*
Tuesday 22nd September 2015: 11am – 8pm
Wednesday 23rd September 2015: 11am – 8pm
Thursday 24th September 2015: 11am – 5.30pm
LAPADA Charity Party Reception: Thursday 24th September: 6pm – 8.30pm**
Friday 25th September 2015: 11am – 8pm
Saturday 26th September 2015: 11am – 7pm
Sunday 27th September 2015: 11am – 5pm
Admission: Entrance by ticket priced at £20 each or by invitation
*£65 each for Collectors' Preview invitation
Maggie's Party at LAPADA: **Party Reception tickets: £60 per person; Dinner including Reception tickets: £400 per person, or £4,000 for a table of 10. Tickets go on sale in May 2015 available from www.maggiescentres.org/lapada
Underground: Green Park - Jubilee, Victoria & Piccadilly lines
Bond Street - Central & Jubilee lines
Major bus routes: via Piccadilly, Regent Street and Oxford Street

LAPADA the Association of Art & Antiques Dealers



LAPADA

THE ASSOCIATION OF
ART & ANTIQUES DEALERS

LAPADA the Association of Art & Antiques Dealers is the largest society of professional art and antiques dealers in the UK. It is a trusted resource for private collectors and the art and antiques trade in the UK and 16 other countries around the world. Established in 1974 it boasts 550 worldwide members, who are experts in their fields, with specialities ranging from fine art, jewellery and furniture to contemporary works, sculpture and ceramics. Due to the Association's strict Code of Practice, clients are offered total reassurance when purchasing from a LAPADA member. LAPADA offers a referral service for any member of the public looking for a trusted dealer in a specific area, who is seeking quality and assurance of authenticity. It also offers industry advice and lobbies on issues affecting its members and good practice in the art and antiques trade. www.lapada.org

**CULTURAL-
AGENDA**

For more information please contact Zoe Ramsay or Janine Limb at Cultural-Agenda at lapada@cultural-agenda.com tel: +44 20 7245 1066

LAPADA

ART & ANTIQUES FAIR
BERKELEY SQUARE

Principal Sponsor

Delancey is a specialist real estate investment, development and advisory company with over 20 years' experience. Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus Group, Elephant & Castle Shopping Centre, the Walbrook Building in the City and 185 Park Street on the South Bank. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; delivering over 3,000 homes for rent at East Village, the former London 2012 Athletes Village; and revealing the UK's leading creative and digital hub at Here East, the former Olympic Press and Broadcast Centre, which will provide over 4,500 jobs on-site and an expected additional 2,000 jobs in the local area.

DELANCEY

Delancey's work is not simply restricted to bricks and mortar. Founder and CEO Jamie Ritblat and his team are conscious to ensure they have a positive impact on the environment, its local community and future generations. As well as contributing to relevant cultural and educational initiatives local to their developments, Delancey was awarded a Gold Medal at the 2013 Centenary Chelsea Flower Show with an 'East Village' garden - which was later re-located by the charity Groundwork London to a Children's play area in East London. Delancey also looks to support young, future stars as Principal Sponsor of British Ski and Snowboard, supporter of Disability Snowsport UK, charity partner to Snow-Camp and sole sponsor of the UK Schools Chess Challenge.

www.delancey.com

Partner

Every year, more than 28,000 people are diagnosed with cancer in London, facing tough questions, exhausting treatment and difficult emotions that can range from anxiety to loneliness and isolation. These challenges affect not only those with cancer, but their family and friends too. Built in the grounds of specialist NHS cancer hospitals, Maggie's Centres are places with professional staff on hand to offer the support people need. They are places to find practical advice about benefits and eating well; places where qualified experts provide emotional support; friendly places to meet other people; calming spaces simply to sit quietly with a cup of tea.



Maggie's aim is to be there for anyone and everyone with cancer across London, offering a programme of support based on evidence proven to strengthen physical and emotional wellbeing. There are 18 Maggie's Centres across the UK, online and abroad, including Maggie's West London, built in the grounds of Charing Cross Hospital, which has been supporting people with cancer in the capital since 2008. Maggie's are now working in partnership with Barts Health NHS Trust and The Royal Marsden NHS Foundation Trust to offer Maggie's programme of support from two new Centres - Maggie's Barts and Maggie's at The Royal Marsden - extending their support even further across London. www.maggiescentres.org/londoncampaign