

?EXCLUSIVE T-SHIRTS TO HELP FIGHT CHILDHOOD CANCER, ONE TEE AT A TIME

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Neuroblastoma UK, a national charity dedicated to finding a cure for neuroblastoma, a rare childhood cancer, has collaborated with established and emerging artists to create a range of limited edition t-shirts for Childhood Cancer Awareness Month 2020 this September.

The exclusive, limited edition t-shirts - worn by the charity's Patron Alan Carr, Radio 1 DJ Scott Mills, Made In Chelsea's Rosie Fortescue and model, presenter and DJ Charlotte de Carle - feature designs by a notable line-up of designers including Nat Bowen, Luca Bornoffi, Rex Southwick, Crystal Fischetti and Emily Sutton, hotly-tipped by Tatler magazine to be one of the new 'greats' of the art world.

The initiative is part of The One Sock Artist project, founded by Stella Gittins, whose daughter was diagnosed with neuroblastoma in 2019. The t-shirts have been launched as part of Neuroblastoma UK's campaign for Childhood Cancer Awareness Month, which focuses on the devastating impact of neuroblastoma.

The range of t-shirts, available in both adults and kids sizes, were designed around two themes: 'Future Anything' and 'Sock it to 'em', to spread hope and positivity to children with neuroblastoma and their families.

Stella said, "My daughter Willow was diagnosed with neuroblastoma last year when she was just six months old. She's often found wandering around with just one sock - and so the One Sock Artist Project was born! Being told your child has neuroblastoma can come as a total shock for families like mine. In one year, Willow's tumours have almost dissolved naturally without treatment and her future is looking very promising. But some parents are now living our nightmare, and most families see our nightmare come true.

"With The One Sock Artist project, we want to give all children with neuroblastoma and their families the strength and hope to sock baby cancer in the face. The work of Neuroblastoma UK is so important - the research they fund can help scientists to understand more about this rare childhood cancer and help them develop treatments that are kinder and more effective for our children."

Nat Bowen, who has exhibited at the Saatchi Gallery in London and around the world, said, "I use chromology, the psychology behind colour and people's physical and emotional response as the foundation for my art. A diagnosis of neuroblastoma can be so devastating for families - I hope my bright and colourful artworks bring positive energy to families and give them hope for the future."

Emily Sutton, hotly tipped by Tatler magazine as one of the next 'greats' of the art world said, "Being part of The One Sock Artist Project has been wonderful. My illustrations are inspired by the people around me, and nothing could be more inspiring than being able to help children with cancer. Stella's story is incredibly moving and I hope that my designs can help more children like Willow."

Katherine Mobey, Fundraising Manager at Neuroblastoma UK said, "We are committed to funding a cure for neuroblastoma, a rare and aggressive childhood cancer. 100% of the profits from the sale of these beautiful t-shirts will help fund vital research for this devastating disease. We are incredibly grateful to Stella and all the artists for donating their time and creative energy to help raise vital funds this Childhood Cancer Awareness Month."

The range of organic cotton t-shirts are £17 for kids and £25 for adults and are available at <http://theonesockstory.com>. 100% of the profits will go to Neuroblastoma UK to help fund leading research projects to develop new, effective and kinder treatments for children with neuroblastoma.

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