HRH The Prince of Wales hosts reception to celebrate Penny Brohn UK's unique move on to the high street

Wednesday 24 July, 2019

On Tuesday 23 July, His Royal Highness The Prince of Wales hosted the inaugural celebration of Penny Brohn UK's 40th anniversary year. At the event the leading cancer charity announced that in 2020 it will open its first "hub" on the high street – a unique initiative combining lifestyle medicine, self-care education, complementary therapies, counselling and advice provided for the community in the community. The hub will open in Clifton, Bristol where the charity was founded in 1980.

The event at Highgrove was attended by over 100 friends and supporters of the leading UK cancer charity, which takes an integrated and whole person approach to cancer support; recognising that people need more than medicine to live well with the disease.

His Royal Highness became Royal Patron of the charity in 1997 and has been a steadfast supporter and figurehead throughout its history, having opened its original Bristol Cancer Help Centre.

At the event, Penny Brohn UK's new Chair of Trustees, Stephen Rosser, cited the pioneering spirit of Penny Brohn herself who co-founded the charity with her friend Pat Pilkington after being diagnosed with breast cancer and searching for something to help focus her whole person – mind, body, spirit and emotions – during and after medical treatment.

During his speech, Stephen thanked His Royal Highness and announced Penny Brohn UK's continued commitment to innovation and improving access to holistic support for all, with the introduction of the new Bristol "hub".

He said: "For 40 years we have pioneered to help people affected by cancer focus on their whole self. As we look to the next 40 years we need to be brave and create more ground-breaking ways of improving access to holistic support for all. We will not let cancer stand in the way of making every life as good as it should be."

Laura Kerby, Chief Executive Officer, at Penny Brohn UK, added: "There are over 2.5 million people in the UK living with cancer and the number is rising every year. For 40 years we have worked compassionately alongside people with cancer; offering personalised care from the point of diagnosis, into treatment and throughout survivorship. With 93% of people living with cancer having unmet holistic needs our support is needed more than ever. Our new "hub" – we hope the first of many - is a giant stride towards supporting even more people affected by cancer to live well."

The event marked the start of a year of special events to celebrate the charity's 40th anniversary including a host of challenges, community fundraisers, a 40th anniversary fundraising campaign and special activities to sustain the work of the charity and the thousands of people it supports.

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