



**PRESS RELEASE - MONDAY 26th APRIL 2021
FOR IMMEDIATE RELEASE**

'Pinkest of Pink!' Alpha Auction

Gloria Hunniford announces her support as rock legend Brian May joins forces with Alpha to raise money for two pink cancer charities.

Following on from the amazing success of the hit single "I'm A Woman" by WOMAN - a supergroup produced by and featuring rock legend, Brian May in aid of female cancer charities; and the outstanding amount raised by The Alpha Family at the start of the pandemic for Carers Trust, these two philanthropic giants have joined forces to launch the unique Pinkest of Pink! Alpha Auction.

This auction is being held to promote awareness and raise vital funds for two fantastic pink charities - The Caron Keating Foundation and Target Ovarian Cancer.

With the unprecedented events of the last 12 months affecting both live performances and business, it seemed the perfect match for Alpha, who combine business with outstanding events whilst raising money for charity, to collaborate with the world-famous Brian May to raise money for these 2 incredible female cancer charities.

Brian May has generously donated the tailor-made pink guitar he used when recording and performing with WOMAN back in October 2020 for Breast Cancer Awareness Month to the Pinkest of Pink! Alpha Auction. The supergroup features 'We Will Rock You' alumni - Mazz Murray, Kerry Ellis, Gina Murray and Anna-Jane Casey - who released "I'm a Woman" - their no.1 in the rock charts charity-single in loving memory of their friend and former Casualty actress Rebekah Gibbs who sadly died from breast cancer.

Not only will Brian sign and dedicate his beloved guitar to the highest bidder, in addition to winning this immensely personal prize, the winner will also get the chance to receive the guitar in person at the upcoming Alpha's London Alive event (www.london-alive.co.uk) on 16th July 2021. The sensational WOMAN are just one of the many fabulous acts performing live at this incredible event, and they will present this exclusive guitar to the winner of this awesome auction prize.

This unique guitar holds a very special place in Brian's heart and will be a must-have item for any serious rock-and-roll collectors or avid Queen fans.

TV and radio presenter, Gloria Hunniford who started The Caron Keating Foundation with her sons after losing her daughter Caron to this dreadful disease, was overwhelmed by the launch, saying "The money raised by this magnanimous gesture will go to help people dealing with cancer all over the country. We cannot thank Brian, WOMAN and Alpha enough."

The Pinkest of Pink! Alpha Auction has opened and will close at midday on Monday 12th July 2021.

To support the Alpha Auction in this incredibly important campaign please go to: www.alpha-auction.co.uk

Note to Editors:

Alpha Club is a Private Members Club for ambitious professionals and owner managed businesses offering access to luxury, bespoke events and bespoke concierge services.

Alpha Club is Limitless - in what it can do and what it can help others to achieve. Make dreams a reality, have that 'once in a lifetime' experience and tick off bucket lists with a membership like no other.

Our exclusive club combines unique events with a socially compatible and like-minded membership, enabling you to access a world of unparalleled networking opportunities whilst enjoying a lifestyle many can only dream of. From team building events in the French Alps, luxury Balls, thrilling luncheon events to prestigious Red-Carpet Premieres we are sure to have something for everyone, plus you will also get to attend member only soirées with like-minded business people.

As well as opportunities for 'money-can't-buy' experiences, Alpha Club membership comes with a wealth of benefits with bespoke options to best suit all interests in a cost-efficient fee structure. With such a sublime and diverse catalogue of events the Club really does cater for every personality and requirement, it's just a case of members deciding 'how much fun do they want to have?'

An Alpha membership goes beyond the fun, the glitz and the glamour to offer business benefits in a whole new way. As a key member of the Alpha Family of companies, Alpha Club can offer a veritable catalogue of business-boosting offerings.

Alpha also likes to give back and has a strong and passionate philanthropic arm. The Pinkest Pink! Alpha Auction follows a long line of campaigns including the 2020 Carers Trust Alpha Auction which raised £45,000 and the 2018 Royal Hospital Chelsea's 'Scarlets Appeal' for which Alpha raised a whopping £86,000!

Alpha Club - Giving you limitless possibilities, opportunities, experiences and more - to boost your life and your business. Alpha's key mantra is "serious business can be fun".

CONTACT:

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Websites

Alpha Club: www.alpha-club.co.uk

Alpha Solutions: www.alpha.solutions

Alpha's London Alive: www.london-alive.co.uk

CONNECT:

Alpha Club

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#alphaclub #alphaauction #thealphaway

Alpha Solutions

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Woman and Brian May

Instagram [@womantheband](https://www.instagram.com/womantheband) [@brianmayforreal](https://www.instagram.com/brianmayforreal)





The Caron Keating Foundation

The Caron Keating Foundation makes a considerable difference to many individuals and families affected and dealing with cancer, through assisting small but significant cancer charities throughout the UK, financing professional carers and support groups. It's a family run foundation with Gloria Hunniford as the administrator and the only costs are one part time secretary, with all the money raised going to cancer charities. So, every penny donated is accounted for and spent wisely.

Our aim is to give a significant number of grants to small charities throughout Britain, as opposed to trying to raise money towards huge building projects or research which involves millions. We try to make a difference by helping to fund pieces of machinery which detect faster, counselling services, many different types of hospice care both at home and in the hospice itself, drivers to take cancer patients to and from treatment centres, complementary therapies to help with pain control and bereavement counselling, specialist beds and chairs to give physical relief and 'syringe drivers' used for giving pain relief.

Anything to help cope with this hideous disease. Caron Keating Foundation

Target Ovarian Cancer

Target Ovarian Cancer is the UK's leading ovarian cancer charity. We work to improve early diagnosis, fund life-saving research and provide much-needed support to women with ovarian cancer. www.targetovariancancer.org.uk

What are the symptoms of ovarian cancer?

- Persistent bloating - not bloating that comes and goes
- Feeling full quickly and/or loss of appetite
- Pelvic or abdominal pain (that's your tummy and below)
- Urinary symptoms (needing to wee more urgently or more often than usual).

