

6th October 2016



Save the date - Create smiles for Shades Day on Friday May 19

Friday May 19 is Shades Day, when everyone is encouraged to wear sunglasses for charity whatever the weather.

Shades Day is the closest Friday to the UN's International Day of the Family, and the day we recognise that thousands of struggling UK families who never enjoy even the simplest break away from home.

Shades Day is the fundraising initiative of the Family Holiday Association charity. The charity helps struggling families enjoy their first much-needed and often life changing break in a caravan by the British seaside or a day trip.

This year the charity plans to raise £35,000 through the all-new Shades Day Fund to replace one of their sixteen Holiday Park caravans at the British seaside.

To pledge support for the Family Holiday Association charity, simply visit their website today and donate, and of course upload a pic of you in your favourite shades on May 19.

Wearing and sharing photos in your sunglasses on social media for Shades Day helps spread the charity's message that everyone deserves a chance to paddle in the sea, build a sandcastle and wear shades on the beach for the very first time. For many struggling families in desperate circumstances, the joy of simply seeing each other smile can lift them out of everyday cares and worries and enrich their lives forever.

To join in Shades Day, visit FamilyHolidayAssociation.org.uk/ShadesDay, follow [@famholidayassoc](https://twitter.com/famholidayassoc) on [Twitter](https://www.instagram.com/famholidayassoc) and [Instagram](https://www.instagram.com/famholidayassoc), and www.facebook.com/famholidayassoc

Then dig out your favourite shades, grab friends, family and colleagues and get snapping to help Britain spread a little sunshine.

Ends

For more information please contact: Michael Smout, Marketing Manager on 020 3117 0667 or email michael@FamilyHolidayAssociation.org.uk
Supporting images are available on request.

Editor Notes – about the Family Holiday Association

- Shades Day is the national day of awareness for the Family Holiday Association, celebrating its second year in 2017 with the launch of the Shades Day Fund
- Friday 19th May has been chosen as the Friday closest to the UN International Day of

- Families which takes place on 15th May each year www.un.org/en/events/familyday/
- The Family Holiday Association is the only national charity dedicated to providing seaside breaks and day trips for families struggling with some of the toughest challenges life can bring
 - Almost 5 million children in the UK miss out on a holiday of at least one week a year due to low income (Source: Family Resources Survey 2004/05 to 2013/14)
 - They miss out on the positive benefits that spending time together away from the hardest of daily grinds can bring. The breaks provided by the Family Holiday Association can give struggling families the strength to cope with the many challenges they face in their daily lives.
 - In 2015 the charity helped 3,734 families take a much needed break
 - www.FamilyHolidayAssociation.org.uk
 - [Twitter](#) and [Instagram](#) @famholidayassoc, www.facebook.com/famholidayassoc