

Here for families of  
seriously-ill children. Always.

17 July 2017

Press Release



Sebastian's Action Trust

## Children's charity teams up with Bracknell Town FC

Bracknell Town Football Club has offered local charity, Sebastian's Action Trust, a golden opportunity to promote and sell advertising hoardings around their football ground. 50% of the revenue will be donated back to the charity to help them continue their work supporting families of seriously-ill children.

The Football Club has recently undergone a major redevelopment and now boasts a state of the art 3G pitch. The average attendance for home games is over 350, peaking at 1000 at the end of last season. In addition, the club hosts junior teams, attracting both 'home and away' parents to the ground and matches for corporate companies. Training sessions for local Sunday league teams are also held at the ground.

Jim Porter, community fundraiser for Sebastian's Action Trust, commented, 'We are so grateful to Bracknell Town FC for giving us this unique opportunity to seek sponsors for the Club. Local organisations can promote themselves to hundreds of people from all walks of life every day of the week, while helping us raise funds to carry out our vital work supporting families of children with life-limiting and life-threatening conditions'.

To find out more about advertising please contact  
[jimporter@sebastiansactiontrust.org](mailto:jimporter@sebastiansactiontrust.org) or call 01344 622500

-Ends-

### Sebastian's Action Trust

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Registered charity No.: 1151146 & a company limited by guarantee in England no.: 8339436  
Registered Address: The Bluebells, Popham Lane, North Waltham, Hampshire, RG25 2BB

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## Notes to editors:

- Sebastian's Action Trust is an incorporated charity based in Bagshot, Surrey. Developed from the vision of one very special nine-year-old boy and launched just twelve days before he died of cancer in 2003, Sebastian's aim for the charity was to provide a place where life-limited children and their families can holiday together away from the rigours of hospital appointments, gruelling treatment schedules and prying eyes. He wanted to create a private place where memories could be made which would last a life-time, even if that life was to be cruelly cut short
- In 2011, Sebastian's vision was finally realised when The Bluebells, the UK's first purpose built respite holiday home, was completed. Since opening in July 2011, The Bluebells has given over 400 families the opportunity to spend precious time together
- Our work now extends into emotional and practical support for families during the darkest days of their lives. This work is delivered by trained Outreach Workers who work with families to ascertain their needs and to deliver bespoke support, aimed at easing their suffering and isolation
- Our work is primarily focused across Buckinghamshire, Berkshire, Oxfordshire, Surrey, Wiltshire and Hampshire, although we do also support families from further afield.