

PRESS RELEASE

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For the less energetic, forget about running a marathon or standing in a high street with a collection tin – a clothing company has come up with a way that mums can boost the finances of a charity and themselves by socialising over a drink with their friends.



Until September, Captain Tortue is offering to help hostesses of its party plan events raise money for the ovarian cancer charity Ovacome. It will donate £5 to the charity for every reader of this article offering to sell its clothes to friends and family in their home. Hostesses will be given 7% of the proceeds of the sales in clothing or can decide to donate this commission to the charity as well.

Captain Tortue was launched in France some 14 years ago by a husband and wife team, specialising in “quirky, contemporary and practical” clothing, ideal for active families. It sells its children’s and women’s clothes exclusively through private house sales.

Captain Tortue consultant Jane Rudd says that a typical party, with a dozen people attending, could expect to turn over £450 in the company’s Miss Captain women’s range and £250 in the children’s Captain Tortue label.

She recently raised £310 for Ovacome in an open house at her home from midday to 9pm. “It worked really well having a weekday drop in as people did not all turn up all at once and I had time to help them with trying on the clothing,” she says.

Jane would be keen to hear from readers throughout the UK who are interested in running a party plan event. Typically, hostesses will have to give around 10 days’ notice for an event, so that the invites can be sent out and a consultant can be booked to attend with the clothing stock.

If you are interested in hosting a party, contact Jane Rudd on 01952 822112/07941 724649.