

## **‘Strictly Dinner’ raises £150,000 for children’s cancer charity as dance world shows its support**

**London, July 19<sup>th</sup> 2011:** DSI-London was delighted to support the recent “Strictly Dinner” held in aid of children’s charity Fight for Life in Park Lane, London. The sparkling affair was hosted by the UK’s favourite dance duo Anton du Beke and Erin Boag, and raised £150,000 on the night through a combination of raffles and prize draws.

Guests who included celebrity hairdresser Nicky Clarke and fellow Fight for Life patron Rachel Stevens together with actor and singer Mike McKell enjoyed an evening of exquisite dancing. There were performances by Anton and Erin as well as Darren Bennett and Lilia Kopylova, and Katya Viirshilas and Klaus Kongsdal. Dancing stars of the future from the Sylvia Young Theatre School gave a performance full of energy and talent while “Loose Woman” Zoe Tyler treated the audience to a musical interlude of real soul and passion. Guest auctioneer was radio presenter Mike Osman.

Addressing the audience the charity’s medical director, Professor Jeffrey Tobias of University College Hospital explained that cancer is the second most common cause of mortality in children, after accidents. However he was able to give hope by relating the improvement in treatment possible by the latest groundbreaking radiotherapy machines, able to precisely target tumours to less than one millimetre, so reducing damage to healthy tissue. “Normally I’m accustomed to saying that medicine isn’t rocket science, but on this occasion I’m happy to say it is!” he said on the night.

Malcolm Hearn is Director of DSI-London and explains why his company has chosen to support Fight for Life: “To hear Professor Tobias talk about the real progress that is being made in the treatment of childhood cancer was truly inspirational and I am delighted that we, as a company, can help Fight for Life with its amazing quest.”

Ends

For a photo to accompany this release please visit: [http://www.dsi-london.com/images/strictly\\_dinner.jpg](http://www.dsi-london.com/images/strictly_dinner.jpg).  
For alternative images please contact Amanda Campbell. Credit: Photo courtesy of Paul Lewis/PJL Productions Ltd

**About the company**

DanceSport International London is the largest supplier of dancewear and accessories in Europe. Established in 1982 it has a staff of 50 based in its South London headquarters, designing and producing garments for the leading performers, television shows and concerts across the world. Further information is available at [www.dsi-london.com](http://www.dsi-london.com)

### **About Fight for Life**

In the UK, cancer is the most common natural cause of death in children. Formed to raise funds for a dedicated children's radiotherapy unit now situated at The University College Hospital, Fight for Life has raised over £5 million to help deliver the most advanced cancer treatment for children available anywhere in the world. For more information please visit [www.fightforlife.org](http://www.fightforlife.org)

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