



# PRESS RELEASE

## MEDIA RELEASE

### APEX HOTEL PUTS EXTRA SPARKLE INTO FIREWORKS FINALE

Staff at the Apex Grassmarket Hotel in Edinburgh are going the extra mile for the Festival Fireworks (Monday 29 August), inviting local children living with cancer to enjoy the display from their exclusive fifth floor viewing gallery, Heights.

The children and their families work closely with Edinburgh based charity CCLASP, who provide non-stop help and support to children and teenagers suffering from cancer or leukemia.

The idea to host a fireworks evening was born two years ago when Mum to Edinburgh boy Rory, Jenny Kemp, asked the 'twittersphere' for somewhere warm and dry for her son to watch the fireworks - Rory was undergoing treatment for leukemia. Apex Grassmarket Food & Beverage Project Manager, Susan Reid, spotted the tweet and immediately set a plan in motion to allow Rory to watch the fireworks from the comfort of Heights, the hotel's fifth floor event space overlooking Edinburgh Castle.

This year, the Apex warmer welcome brings Jenny and Rory back to Heights, along with other families actively involved with CCLASP.

*Susan Reid comments: "We are delighted to be able to host CCLASP's special guests for the Festival fireworks finale, and of course welcoming Jenny, Merlin, Rory and Elspeth back again. CCLASP work incredibly hard to make the lives of those living with cancer and leukemia better, a cause we know is close to many of our staff, and guests' hearts. This is just a very small way in which we can say thank you."*

*Valerie Simpson from CCLASP adds: "We are delighted to be invited to this special evening at the Apex Grassmarket Hotel. Many of the children attending wouldn't be able to watch the fireworks outside, and in our mind there is no one better to make the most of these front row seats."*

Guests will arrive at 8.30pm for hot drinks and cakes, ready to enjoy the fireworks display at 9.30pm.

**ENDS**



For further information or images please contact Julia MacGregor: 0131 441 0493 or [julia.macgregor@apexhotels.co.uk](mailto:julia.macgregor@apexhotels.co.uk)

## Notes to Editors

### Apex Hotels

Head-quartered in Edinburgh, Apex Hotels owns the Apex City of Edinburgh and Apex Grassmarket (in Edinburgh's Grassmarket), the Apex Haymarket in Edinburgh's West End, the Apex Waterloo Place in the East End, the Apex City Quay Hotel & Spa in Dundee and the Apex City of Glasgow. There are also three hotels in London and the new Apex City of Bath Hotel opening in Bath in summer 2017.

### CCLASP

Based in Edinburgh and established in 1994, Children with Cancer & Leukaemia Advice & Support for Parents (CCLASP) helps children and teenagers suffering from cancer or leukaemia in Scotland. CCLASP also help diagnosed families express and share with each other the feelings, anxieties, and horror of having a child with a life-threatening illness. CCLASP supports hundreds of families across Scotland with a vast array of emotional, practical, and financial support - from free bespoke transport to hospital appointments and providing respite holidays, to making special wishes come true or simply providing a shoulder to cry on. Above all they're about raising a smile and trying to make the emotional journey that tiny bit easier. Visit [www.cclasp.co.uk](http://www.cclasp.co.uk) to learn more about their work and find out how you can help.