

— STYLE FOR —  
**STROKE**  
— FOUNDATION —

**Style For Stroke launches as a foundation and announces new partnership with online retailer Represent for #NotJustACharityTee campaign**

After spending 20 years as a volunteer for the Stroke Association raising money and awareness, charity campaigner and TV personality Nick Ede launches Style for Stroke as a charitable foundation. The newly named Style For Stroke Foundation will continue to work with UK charity the Stroke Association and benefit other stroke related charities in the UK and worldwide.

Furthermore, following the successful **#FamousLastWords** campaign with boohoo.com, Nick Ede and the Style For Stroke Foundation are excited to announce details of the next chapter in support of those affected by strokes worldwide.

Available exclusively at Represent.com, a range of stylish, unisex long and short sleeve t-shirts has been unveiled. The campaign has been shot by acclaimed photographer, Daniel Jaems and features five stroke survivors including: **Sarah Scott** a science technician who had her stroke at 18 years old; **Joe Marchant** a builder who had his stroke at 15; **Peter Mooney** a jewellery designer who had his stroke at 34; **Daniella Posner** a PR Director who had her stroke at 26 and **Dancing on Ice** professional skater **Alex Murphy** who had her stroke at 24.

Also supporting is Game of Thrones actress **Laura Pradelska** and international models **Richard Biedul** and **Charlie Winzar**.

Nick created the campaign to show that anyone can suffer from a stroke and unlike many conditions there isn't a cure, although survivors can improve in time. A growing number of stroke sufferers are under 40 and this is where the Style For Stroke Foundation seek to highlight, educate and influence people to make healthy lifestyle choices and lower their risk of stroke.

Nick says: *'I am so excited to be launching this year's campaign with such a strong collection that really does make an impact. Style For Stroke has always been about being inclusive, cool and compassionate with an edge and I think that with the Represent team we really have achieved this.'*

The **#NotJustACharityTee** collection launches on the 9<sup>th</sup> of July with prices from £20. A minimum of 25% of the retail price from the sale of each T-shirt will go to the Style For Stroke Foundation.

*"I am delighted to partner with the Style for Stroke Foundation for 2018. In keeping with what's influencing our audience right now, we have chosen this time to collaborate with a number of high profile social influencers with the aim of growing awareness amongst younger people of the effects of stroke and what to look out for."* Marketing Director of Represent Daniel Rosenberg added

For images and samples or more information on the partnership contact [peter.cuthbertson@eastofeden.london](mailto:peter.cuthbertson@eastofeden.london)

For more information about the work of the Style for Stroke Foundation check [www.styleforstroke.org](http://www.styleforstroke.org)

