

# Press Release

1302/18  
13 February 2018

## **'Lily' auction raises over £1,000 for Reading homeless charity, Launchpad**

The culmination of a partnership between Jelly, Reading Guild of Artists (RGA), Reading Museum, Two Rivers Press, Whiteknight's Trail, and many independent artists and makers, to celebrate Oscar Wilde by creating a huge bouquet of lilies, has raised just over £1,000 for Reading-based homeless charity, Launchpad.

The 'lilies' which formed a bouquet of 80 flowers, were recently put up for sale in a 'blind' auction. People were invited to bid for their favourite flower and the highest bidder received their own unique piece of artwork.

Ann Middleton, chairman of Friends of Reading Museum, said: "The bouquet has truly captured the hearts and minds of all who have visited it at the Museum. I will be sad to see it go, but I know that it will continue in many homes across Reading.

"I am therefore delighted that in partnership with the organisations and artists involved, just over £1,000 was raised for Launchpad. Thank you to everyone involved; artists, bidders, visitors and partners. A great achievement."

Amanda McDonnell, marketing manager, Launchpad Reading, said: "We can't believe such a staggering amount has been raised from the creation of beautiful lilies by local artists. Thank you everyone for choosing to support Launchpad. A home is the foundation of the charity and our vision is that we want every person in Reading to have their own home and the opportunity for a positive future "

Anthony Wilder, chairman of the Reading Guild of Artists, said: "As chairman of Reading Guild of Artists which was one of the partners in the project, I am so pleased we helped to raise such a large amount for this worthwhile charity. I can't thank people enough for their generosity.

"The lilies will continue to captivate their new owners for many years and I am sure will be a beautiful and thought-provoking piece of artwork to be admired by all who see them.

"What a great culmination of a fantastic project. A lot of hard work by many people but it has certainly paid off."

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**Photo attached**

Attached is a photo of Martina Hilderbrandt, handing over her 'lily' to Brian Johns, who successfully bid for the lily.

**Notes for Editors:**

Launchpad Reading began as a soup kitchen in 1979 and was known as Reading Single Homeless Project until 2011. Now called Launchpad Reading. The charity provides accommodation, support and education to people in the town who need its help.