



NOTTINGHAM'S next BOTTOM TOP MODEL

Judges wanted to help choose Nottingham's Next (Top) Bottom Model – for groundbreaking campaign to raise awareness of bowel cancer

Nottingham organisation Bright Ideas is looking for judges to help choose Nottingham's Next (Top) Bottom Model – to star in a campaign to raise awareness of bowel cancer and the importance of regular screening for the disease, due to run throughout Nottinghamshire in 2012.

Whoever the judges favourite turns out to be, the model in question won't be a person however, but a toilet roll doll!

Bright Ideas has recently launched a competition to find the crème de la crème of toilet roll dolls – and now it's looking for judges to choose the winner.

The winning doll will appear in a fun and innovative campaign designed to raise awareness of bowel cancer in general, whilst encouraging people to return the free screening kits they receive as part of the NHS's national free screening programme for the disease – which has been running since 2006.

Everyone aged from 60 to 69 who are registered with a GP should receive a free screening kit as part of the NHS programme.

Rose Thompson, Director of BME Cancer Communities, who's teamed up with Bright Ideas to run the campaign explains that not everyone is returning their screening kits, which is what's prompted the campaign.

"There are several reasons why people aren't returning their screening kits, including the fact that many people don't understand what they are or how to use them.

The campaign will hopefully help to educate people about the kits and why it's so important to return them, in a light-hearted and memorable way."

Lisa Robinson, Director of Bright Ideas agrees:

"The screening kits involve people collecting a stools sample for testing, so we wanted to find a simple and gentle way of talking about toilet-related activities!

We chose toilet roll dolls as they're obviously associated with toilets but are also fun, whether people

consider them warm and welcoming or a nostalgic piece of kitsch."

Anyone is welcome to get in touch with Bright Ideas if they'd like to help judge the competition, including people from the creative industries or those aged between 60 and 69 – the age group targeted by the NHS screening campaign.

In addition, Bright Ideas is also looking for suitable prizes for the winning entry and runners-up if any businesses or organisations would like to donate a prize?

Bright Ideas already has some big names behind the campaign including national charity, Lynn's Bowel Cancer Campaign, which is led by TV presenter and bowel cancer survivor Lynn Faulds Wood.

Bowel cancer is the third most common cancer in the UK but it is also highly treatable if diagnosed early on, which is why regular screening is so important.

To find out more about the campaign or becoming a judge please call Bright Ideas on 0115 837 9474 or email rebekah@brightideasnottingham.co.uk or visit www.brightideasnottingham.co.uk

To find out more about BME Cancer Communities visit www.bmecancercommunities.com

To find out more about Lynn's Bowel Cancer Campaign visit www.bowelcancer.tv