



NEWS RELEASE

CELEBRITIES LOOSEN UP FOR CHARITY

Celebrity Tie Auction launched to help raise awareness of Male Cancers

Ricky Gervais, Scarlett Johansson, Usher, Bruno Mars, Kevin McKidd and other great celebrities are “loosening up” and ditching their ties in aid of Cahonas Scotland’s celebrity e-bay auction helping in the battle to raise awareness of Male Cancers.

Opening to the public at www.loosenupauction.com on November 24th, the auction is part of Cahonas Scotland’s aims to erase stigma often attached to male cancers.

Many Scottish celebrities have rallied round the cause with donations already confirmed from Kevin McKidd, Amy MacDonald, Ian Rankin and Kenny Logan.

Bidders also have the chance to own some unique items including Ricky Gervais’s signed tie worn at the Golden Globes 2011 and signed Nike Air Jordan’s worn on tour by R & B artist Usher. Other items include a tie worn by Bruno Mars on Saturday Night Live, a signed and worn tie from Sopranos star James Gandolfini and a Dolce and Gabbana tie kindly donated and signed by Scarlett Johansson.

With men often “tongue tied” when discussing or dealing with male health issues it is hoped that the auction will provide an innovative way to help bring positive change in Male Cancer Awareness.



Ritchie Marshall, Cahonas Scotland founder said, "The auction marks the first public fundraising venture event for Cahonas Scotland and we are both thrilled and humbled at the support we've received from our celebrity donors. Male cancer awareness desperately needs a boost and with the generosity of the celebrities we will be able to help get the message out wider than before"

Fans can view the full list of participating celebrity ties and other donated items at www.loosenupauction.com The auction kicks off on November 24th at 8pm and is open to bidders across Scotland and the rest of the world.

100% of the proceeds will help support Cahonas Scotland services in raising awareness of Male Cancers.

Ends

For more information:
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Ricky Gervias



Usher



Kevin McKidd



Bruno Mars



James Gandolfini



Scarlett Johansson



Notes to Editor

Cahonas Scotland is a Scottish Registered Charity NO. SC040786

www.cahonasscotland.com

About Cahonas Scotland

Cahonas Scotland grew from the recognition that although male cancer awareness was slowly growing, there was no real Scottish focus. We want to work with partners, organisations and men themselves to raise the profile of male cancers and help turn round Scotland's poor health record.

Cahonas Scotland mission is to:

- Increase the availability of information and support services geared to the needs of men living with cancer and life limiting disease
- Help educate the public in matters relating to male cancers, reducing discrimination and stigma from the cancer experience
- Relieve hardship, distress and suffering of men experiencing cancer and life limiting disease.
- Listen to the experiences of men throughout Scotland to make sure our information and future activities help bring about real positive change in Male Cancer Awareness

Celebrities involved include – Ricky Gervais, Scarlett Johansson, James Gandolfini, Usher, Bruno Mars, Noah and the Whale, Kevin McKidd, Amy MacDonald, Kelly Jones, Katherine Jenkins, Adam Lambert, Ally McCoist, David Goodwillie, Steven Naismith, Allan McGregor, Cassidy, Mogwai, Ian Rankin, Matt Cardle, Eliza Doolittle and other signed goods including t-shirts, CDs etc from a range of celebrities.

High resolution images of Auction items are available upon request.

Donations can be also be made via the Cahonas Scotland website www.cahonasscotland.com or by text - Donate £3 by texting **MALE33 £3** to **70070**

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