

Queen for a Day

Confidence for a Lifetime

The Queen for a Day initiative is a Reach For A Dream project that is designed to lift the spirits of little girls fighting life-threatening illnesses. We want to show them that they are special and beautiful no matter what illness they suffer from or how the illness or medication affects their appearance. It allows them to escape the hospital environment and socialise with other brave girls.

We have held 38 Queen For A Day's in the last financial year, which consisted of pampering; which includes a make-up session and a manicure and pedicure, a walk down a red carpet like real queens and a crowning ceremony conducted by a real-life beauty queen and a delicious tea party. They also get a pink Queen for a Day shirt and a goodie bag so that they can remember the special day. We use a professional photographer to capture the magic of the girls being transformed into Queens.

Shared experiences often bring comfort and the realisation that there are others coping with the same illness. Queen for a Day is an initiative designed to bring together little girls fighting similar life-threatening illnesses and encourage each girl to embrace themselves regardless of the effects that their illness may have had on them, not only on their physical appearance, but on their self-esteem. It is designed to up-lift their spirits and lessen their sense of isolation which is often brought on by a life-threatening illness.



PROJECTS - QUEEN FOR A DAY



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