

Balmoral clock tower lit up blue for Children 1st



Creating smiles for Scotland's children

The Balmoral turned its famous clock tower blue this weekend to show support for Children 1st's campaign to highlight the impact and scale of child abuse in Scotland, and launch their year-long partnership with Children 1st – Scotland's National Children's Charity. Following the hotel changing colour, the baton was passed to Edinburgh Castle which was also floodlit in blue on Saturday evening, lighting up the heart of Scotland's capital to demonstrate support for Scotland's children.

Scotland's national children's charity, Children 1st's #createasmile campaign asks people to show Scotland's children they all deserve lives free from abuse and neglect. The charity is asking people to go online and create a unique smiling child's face and share it on social media.

The campaign aims to send a message of hope that children and families who have suffered abuse or neglect can recover from their experiences and find new reasons to smile.

Children 1st Chief Executive, Alison Todd said "A high number of children in Scotland are affected by abuse every year. Without the right support, the experience of abuse can be devastating – but it doesn't have to be that way. At Children 1st we help children and their families across Scotland to move on from their traumatic experiences and rediscover their hopes and dreams. We're asking the public to show their support for children who have experienced abuse by joining our #createasmile campaign."



There were over 5,000 offences of sexual abuse and cruelty against Scotland's children last year. *

**Scottish Government recorded crime statistics.*

Commenting on the partnership, The Balmoral's General Manager, Richard Cooke, said: "We're thrilled to be supporting Children 1st and their efforts to help children in Scotland. As a family run business, we know how important it is to provide a welcoming, safe environment for little ones and we have been incredibly impressed with the charity's efforts to support families in difficult times. Our iconic clock tower can be seen for miles across Edinburgh so we hope that by lighting up blue, we will attract attention and raise as much awareness as possible for this worthwhile cause."

Claire Mackie, community fundraiser at Children 1st, said: "Children 1st are delighted that the Balmoral Hotel have selected us as their charity of the year. We are very grateful for their support, particularly of our #createasmile campaign. Unacceptably there are currently 2,751 children at risk of serious harm or neglect in Scotland. If you agree that this is unacceptable, #createasmile today and send a message that Scotland's children deserve lives free from abuse and neglect."



Loading...



Taking too long?

↻ Reload document

| ↗ [Open in new tab](#)

[Download \[162.00 B\]](#)