

Sir Cliff Richard gives patronage to Algarve charity

Legendary British singer Sir Cliff Richard has agreed to become a patron of Associação Madrugada, an Algarve charity that helps people suffering from life limiting illnesses.

“Having the Algarve’s most famous British personality on our side will do much to raise our profile at all levels,” said association president Alison Blair.

The charity is currently planning its next stage of fund raising activities and development including Madrugada Day to be held on June 12 next year.

Apart from usual fund raising activities, people have organised sponsored dining at home, donations collected at family gatherings such as weddings and funerals and the recent Kiss FM/PDM sponsored trip to Morocco.

“We have to raise the bar now if we are to begin offering care in the home services and ultimately the construction of our own day care and residential centre for people affected with life limiting illness,” said Alison Blair.

Another aspect of the association’s fund raising activities is its charity shop in Praia da Luz which is going from strength to strength since its opening in June.