



**SHINE BRIGHT WEAR BRIGHT**  
**2026**  
**9-15 FEBRUARY**  
**CHILDREN'S MENTAL HEALTH WEEK**

**SHINING A LIGHT ON MENTAL HEALTH**



**DRESS DOWN AND GLOW-UP FOR CHUMS  
AND HELP RAISE AWARENESS AND FUNDS**



For over 28 years CHUMS have been supporting children, young people, adults and families who need support with their mental health and emotional wellbeing.

Every year during Children's Mental Health Week, we hold our SHINE BRIGHT WEAR BRIGHT campaign, which raises awareness of mental health issues in young people, and vital funds to help deliver our five charitably funded services.

This year, we need your help to make SHINE BRIGHT WEAR BRIGHT 2026 the BIGGEST EVER!

It's so easy to take part...

- 1 - Sign up
- 2 - Pick your day
- 3 - Get your team, colleagues and customers to join in by dressing loud and proud in return for a donation to CHUMS
- 4 - Share your photos with us online @chumscharity #shinebrightwearbright2026 #sbwb26

GET INVOLVED



## TEAM SBWB

WE'RE LOOKING FOR BUSINESSES TO JOIN OUR 'TEAM SBWB' - PLEDGING TO RAISE AT LEAST £100\*

BE OUR HERO TODAY!

[chumscharity.org/sbwb26](https://chumscharity.org/sbwb26)

SIGN UP TODAY, EMAIL: [sarah.phillips@chumscharity.org](mailto:sarah.phillips@chumscharity.org)