A knitted hat with text

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Regional Press Release for Warm Welcome Spaces

[add your Warm Welcome Space name] is giving Blue Monday a colourful makeover as we start the second ever Warm Welcome Week

This January [add your space name] is celebrating Warm Welcome Week, starting on ‘Blue Monday’, and running from 19 to 25 January 2026. Warm Welcome Week is all about raising awareness of Warm Welcome Spaces like ours so more people can find a place of warmth and connection close to home.

January can be the coldest and loneliest month of the year. It’s the time of year when Warm Welcome Spaces such as [add your space name] are needed most. Our Warm Welcome Space is a lifeline to people in [add your region] who are struggling to keep warm and those feeling lonely or isolated.

In Warm Welcome Week, we’re taking ‘Blue Monday’ back by giving it a colourful makeover. We’re asking everyone to wear warm colours and get creative with pinks, oranges, reds, and purples to chase the blues away and raise awareness of Warm Welcome Spaces.

We don’t want anyone to feel cold or lonely this winter, which is why we are working hard to send a message that [add your space name] is waiting to welcome you in.

[your space name] is a warm, welcoming, safe, and free space that is open to everyone in [your region/town]. We will be open every [add day, opening times, and dates].

[add more details about the activities on offer, how you can help and how to contact your space]

In Warm Welcome Week our space will be [add in anything special you are doing to mark Warm Welcome Week]

Add your quote, for example:

“We want more people to know about Warm Welcome Spaces like ours. It’s a wonderful opportunity to connect with others, make new friends, and have some fun. We want everyone to know that a warm welcome is waiting for you just around the corner. People coming to our space say they always leave with a smile on their face. We’d love you to come along and get to know us over a cuppa. Please help us to spread the word so everyone can find our Warm Welcome Space.”

David Barclay, Warm Welcome Campaign Director, adds:

“We know demand for Warm Welcome Spaces will be high again this winter, not only supporting people struggling to pay the bills but also playing a vital role in connecting communities and giving people a place of belonging. The dark winter days and nights of January can be extremely tough. We don’t want anyone to feel cold or alone this winter.”

“We’re asking everyone to join us in Warm Welcome Week, to raise awareness so more people can find a place of belonging and connection close to home and by encouraging more community spaces to become Warm Welcome Spaces. Everyone can get involved; whether you simply pop on an old orange bobble hat or get creative with craft or cooking, together we will chase away the blues. In Warm Welcome Week, we will create a surge of warmth and positivity in the coldest week of the coldest month.”

You can find [add your space name] at [add address and contact details].

ENDS

Media Contact [add your email/phone]

Notes to editors

About [Your Service – add your details here]

About Warm Welcome Week

Warm Welcome Week starts on Blue Monday and runs for seven days from Monday 19 January to Sunday, 25 January 2026.

Warm Welcome Week aims to raise awareness so people can find a Warm Welcome Space close to home and encourage more community spaces to become Warm Welcome Spaces.  In Warm Welcome Week, we will shout from the rooftops, so everyone knows how to find a place of belonging and connection. We will shine a light on the UK’s Warm Welcome Spaces and show the remarkable difference they make to people’s lives. And we’re asking even more spaces to come forward with an offer of a free warming cuppa by opening their doors to everyone in their community.

About Warm Welcome

The Warm Welcome Campaign wants everyone in the UK to find a place of belonging and reconnection at a Warm Welcome Space near their home. We have a bold ambition to enable a more deeply connected society where we all have free access to welcoming community spaces.

The Warm Welcome Campaign has a bold ambition to enable a more deeply connected society where we all have free access to welcoming community spaces. We resource, connect and champion a network of nearly 6,000 Warm Welcome Spaces and bring together a growing coalition of local, regional, and national partners representing the worlds of charity, faith, business, government, and philanthropy. By working together, we can unlock the power of community spaces made by and for everyone, creating a thriving network of hope and reconnection fuelled by human warmth.

Find your local Warm Welcome Space by visiting our online map: <https://www.warmwelcome.uk/find-a-space#map>

[www.warmwelcome.uk](http://www.warmwelcome.uk)[info@warmwelcome.uk](mailto:infor@warmwelcome.uk)