



**THE GOOD GRIEF TRUST  
LAUNCHES THEIR NEW 2025  
NATIONAL GRIEF AWARENESS WEEK CAMPAIGN**

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**SEP 2025 - This December, The Good Grief Trust will kick off National Grief Awareness Week (NGAW), 2nd - 8th Dec, with the launch of a new national campaign theme centred around the message 'Growing With Grief' - working together to find ways to become stronger, healthier and laying down roots for the future. Through a range of events across the UK, from community Walk & Talks to creative projects, we're helping people feel less alone and encouraging open conversations around loss.**

The Good Grief Trust has since become the UK's leading bereavement network, connecting more than 1,000 specialist services under one umbrella. Their signposting cards are used by NHS Trusts and GP practices, and they co-founded the All-Party Parliamentary Group on Bereavement Support.

Losing a loved one feels like an ending in so many ways, but in time, it can also become the ground from which something new begins. **'Growing with Grief'** highlights how we can work together to find ways to become stronger, healthier by laying down roots for the future. The campaign acknowledges that, after a loss, we can't go back to the person we once were, but can instead grow into someone new, shaped by love, memories and resilience. This growth doesn't erase the pain, but it does allow HOPE to return. We may even become more present, more compassionate, more aware of what truly matters in life.

*'Every year we create a new theme for NGAW to help raise awareness of the impact of grief and loss on a national platform. This annual campaign has become an important week in the calendar, at a time when so many across the country are struggling in the lead up to Christmas. We hope **Growing With Grief** will offer those who are bereaved, hope for the future, and help friends and family to better understand how to support someone they love.'* - **Linda Magistris OBE**

There will be a number of activations supporting this year's campaign, including:

**Seeds:** A flower seed mirrors grief, planted in darkness, it slowly changes, growing into something new while still holding its origins. Like a seed becoming a flower, grief can transform into resilience and beauty shaped by loss.

**Social Campaign:** A social media campaign following the flowers' growth can gently reflect the grief journey, showing healing through slow transformation from seed to bloom. Each update offers reflection and hope, while fostering connection as people share experiences and find comfort in a shared symbol of resilience.

**Photography Competition:** A flower photography competition can support those grieving by offering a gentle way to express emotions and honour loved ones. Capturing flowers as symbols of growth, beauty, and renewal helps channel grief into creativity, while sharing photos fosters connection, remembrance, and a sense of not being alone in the healing journey.

**Weekly Planner:** A custom weekly planner can provide gentle structure during grief helping restore routine, track emotions, and include self-care. By breaking tasks into steps and holding space for rituals or anniversaries, it becomes a compassionate guide for healing, not just productivity.

**Walk and Talk:** A walk and talk offers healing through movement, connection, and purpose. Being in nature provides calm, while walking with friends or community opens space for support. Physical activity reduces stress and boosts endorphins, and a sponsored walk can add meaning by raising funds in memory of a loved one.

And of course, one of this year's most exciting projects is the launch of our beautiful new book: **'Help and Hope in One Little Book'**, created in partnership with author and illustrator Ann O'Malley, known online as @griefkid. The pocket sized book is available to order online through the Good Grief Trust website. [www.thegoodgrieftrust.org](http://www.thegoodgrieftrust.org)

-ENDS-

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## EDITOR NOTES:

### **About Linda Magistris OBE**

Linda met BAFTA-winning Director Graham Theakston as a child actress on Grange Hill in the 70s/80s, reconnecting 30 years later. After running various businesses and presenting on live TV for over 10 years, she and Graham were together for 8 years until his death from a rare soft tissue sarcoma in 2014 only five and half months after the initial diagnosis.

Struggling with grief and finding limited support resources, Linda launched The Good Grief Trust website in 2016. The charity became the UK's leading bereavement network, connecting 1000+ specialist services under one umbrella. Their signposting cards are used by NHS Trusts and GP practices, and they co-founded the All-Party Parliamentary Group on Bereavement Support.

Linda received the Points of Light Award in 2018 and created National Grief Awareness Week in 2019. Their 2023 "Sit with Hope" campaign has placed 900+ memorial bench plaques with QR codes across the UK. In 2025, **Linda was appointed OBE for service to the bereaved.**

**"Grief can be complicated, but access to support should never be."**

### **About The Good Grief Trust**

The Good Grief Trust brings together bereavement services together, to ensure that everyone receives the tailored support they need to move forward with their lives. The Good Grief Trust has over 1000+ charities and tailored local and national support services under one umbrella.

- The Good Grief Trust Patron Dame Penelope Wilton
- Ambassadors include Greg Wise, Dr Amir Khan, Nighat Arif, Phil Tufnell, and Todd Carty
- Supporters can donate to The Good Grief Trust at [www.thegoodgrieftrust.org](http://www.thegoodgrieftrust.org)