

**Elle-Events Management launches Blossom -
a charity initiative repurposing wedding and events flowers**

Elle-Events Management, the planner renowned for unforgettable bold events is delighted to announce the launch of Blossom, a new charity initiative giving wedding and event flowers a second life whilst supporting vulnerable women across Cambridgeshire.

Launching on 8 March, International Women's Day, the initiative partners with The Angels Foundation UK, Elle-Event's charity campaign partner for 2026. Leftover flowers from weddings and events will be refreshed into bouquets and delivered to women, young and old in need of encouragement and compassion, including survivors of domestic abuse, those experiencing loneliness and women facing difficult circumstances.

"A simple bouquet can brighten a day, restore dignity, and remind someone that they are valued," said Elle Roberts-Nissen, founder of Elle-Events Management. "Blossom allows the beauty and joy of a wedding day to extend beyond the event itself and into the lives of women who truly deserve to feel supported."

"We are absolutely delighted to be working with Elle-Events Management on the Blossom initiative," said Caroline Deeprise, CEO of The Angels Foundation. "Repurposing wedding and event flowers and transforming them into moments of care, dignity and encouragement is both thoughtful and powerful. This collaboration perfectly aligns with our mission at The Angels Foundation UK – turning compassion into practical support. We're incredibly grateful to Elle and her team for choosing to partner with us and for finding such a beautiful way to spread kindness within our community."

The initiative reflects Elle Event's ongoing commitment to sustainability and social responsibility within the events industry by reducing floral waste whilst creating a positive impact.

This announcement follows a milestone year for Elle Roberts-Nissen, who won three industry awards in 2025 recognising excellence in planning, creativity and client experience. To meet growing demand across East Anglia, Elle-Events is now expanding its services and has launched a new website showcasing its work, values and community initiatives.

"This marks an incredibly exciting new chapter," exclaimed Elle Roberts-Nissen. "One where creativity, growth and giving back go hand in hand."

Should you wish to take part in the Blossom initiative, please contact hello@elle-eventsmgmt.com

Confirmed business partners for Blossom include University Arms, Hilton Cambridge City Centre, House of Blooms, Studio Artemis, Graduate Hotel, Histon Manor, Westminster College, Emily Tallulah.

A spokesperson for the Hilton, said "Hilton Cambridge City Centre's team is proud and humbled to help women in need of encouragement, compassion and care by partnering with Elle-Events

Management's initiative Blossom helping The Angels Foundation in repurposing our leftover flowers and orchids."

About Elle-Events Management

Elle-Events Management is an award-winning event agency specialising in immersive design-led experiences across corporate, brand and private events. Founded by the dynamic event planner Elle Roberts-Nissen who has over a decade of experience in hospitality and event management, the agency is renowned for its polished execution, creative direction, personalised attention to detail and emotional impact.

Delivering high impact corporate activations, immersive pop-ups, weddings and private celebrations, Elle Events works closely with clients ensuring every event is unique, memorable and flawlessly executed. Beyond her business success, Elle is deeply committed to community engagement, partnering with Jimmy's Cambridge as their event planner and manager.

About the Angels Foundation

The Angels Foundation is a community-focused organisation committed to supporting and uplifting vulnerable women. Their work spans emotional support, practical aid, and empowerment initiatives for women in shelters, recovery programmes, and transitional housing. Through their extensive network and outreach programmes across Cambridgeshire, bouquets will be delivered to women who need them most.