



News release

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Shooting Star Chooses Rural Support Charity in 2026

A Lincolnshire charity that has provided pastoral and practical help to Lincolnshire's farming and rural families for over 20 years will benefit from a year's free PR and marketing support courtesy of award-winning agency [Shooting Star](#).

[Lincolnshire Rural Support Network \(LRSN\)](#) has been selected by the Lincoln-based PR, marketing and digital agency as its charity of the year for 2026.

The charity supports Lincolnshire's rural and agricultural community, many of whom live in isolated locations and experience problems associated with their physical and mental wellbeing. Their team of over 70 volunteers and staff support over 160 families a year and undertakes 1000 health checks too.

As their Charity of the Year for 2026, Shooting Star will work with Lincolnshire Rural Support Network throughout the year, providing them with PR, marketing, social media and fundraising support.

Amy Thomas, Head of Charity at Lincolnshire Rural Support Network, said:

"We are extremely excited and very grateful to have been chosen as Charity of the Year by the Shooting Star team. There has never been greater need for the support and services that LRSN offers, and while more people are reaching out for support than ever before, we know that there is much more to be done.

"We are looking forward to working with the Shooting Star team to raise awareness of our charity and the support we offer to the farming community."

LRSN is recognised as an exemplar in its field, with a strong focus on the needs of the people they support within the farming and agricultural community. They hear at first hand the unique challenges and pressures associated with farming, and the impact it can have on individuals' lives, and as a charity they feel passionate about providing targeted support to Lincolnshire's farmers.

At a time of significant political, economic and social changes, and a growing sense of overwhelm, Lincolnshire Rural Support Network's support has never been more in demand. In the last financial year, the team supported 231 families, received 184 helpline calls, worked with 11 people where there had been an identified suicide risk, and supported a further 33 people who had been impacted by the suicide of someone close to them.

Shooting Star Director Jez Ashberry said the whole team is looking forward to working with LRSN in 2026.

"We've done some work for LRSN before and we know all about the vital work that they do in the county," he said.

"Throughout 2026 we will be offering them free support and helping them to take their marketing to the next level as the charity grows.

"We'll also be doing our best to raise some money for them throughout the year and at our popular annual Chippy Quiz in November!"

Since 2009 a total of 19 charities have benefited from Shooting Star's marketing and PR support, including [Thistles Market Garden](#), [The Bearded Fishermen](#) and [Help Us Grieve \(HUG\)](#).

Notes to Editors:

About Shooting Star:

- Shooting Star was founded in 2006 by Kate Strawson and Jez Ashberry and became incorporated as a company limited by guarantee in 2007.

- Based in Lincoln, Shooting Star works for local and national public and private sector clients across a wide range of sectors including education, leisure and tourism, property, retail, finance, manufacturing and construction.
- The agency offers a full range of PR, marketing and digital services.
- The agency has won a number of industry awards, including Best Charity Campaign at the UK Digital Excellence Awards 2023 and was a finalist in the Lincolnshire Business Excellence Awards 2023 and The Drum Awards for B2B 2022.

About Lincolnshire Rural Support Network

- The charity supports Lincolnshire's rural and agricultural community, many of whom live in isolated locations and experience problems associated with their physical and mental wellbeing.
- Their team of over 70 volunteers and staff support over 160 families a year and undertakes 1000 health checks too.
- In the last financial year, the team supported 231 families, received 184 helpline calls, worked with 11 people where there had been an identified suicide risk, and supported a further 33 people who had been impacted by the suicide of someone close to them.
- The charity has been operating since 1999.
- To find out more visit <https://www.lrsn.co.uk/>

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