

Shining Stars! Loose Women Stun In A New Silver Jubilee Shoot To Mark 25 Years On Air

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To celebrate a milestone 25 years on air, *Loose Women* has today revealed a stunning silver themed portrait, featuring 18 of the multi-award winning show's panellists, for the first time.

Loose Women is Britain's longest-running and only all-female panel show, with a cast of powerhouse presenters whose careers span over five decades.

With almost 10,000 hours on the panel between them, the ladies were photographed for the new imagery by Amy Brammall, wearing a breathtaking array of Silver Jubilee inspired sequins and sparkles, at Television Centre, London earlier this month.

Four original panellists from the very first week of shows in 1999 - **Jane Moore, Kaye Adams, Nadia Sawalha** and **Ruth Langsford** - appear alongside **Janet Street-Porter** and **Coleen Nolan**, who have individually appeared in over 1000 episodes each, plus **Linda Robson, Denise Welch** and **Brenda Edwards**.

Joining them are: **Christine Lampard, Judi Love, Katie Piper, Kelle Bryan, Frankie Bridge, Dame Kelly Holmes, Charlene White, Sunetra Sarker** and **Olivia Attwood-Dack**.

A promo to accompany the anniversary image will air from Sunday 22nd September across ITV and on Monday's Loose Women (23rd September), the panellists will share their own reactions and stories from the shoot itself.

Loose Women editor **Sally Shelford** said: *"Over the last 25 years, Loose Women has tackled taboos and talked about issues not openly discussed on television, including domestic abuse, menopause, miscarriage and grief. Our incredible audience - in the studio and at home - have always been the fifth Loose Woman, and we promise to keep talking, sharing and shining a light on important subjects like these for our amazing viewers."*

Managing Director of Daytime Studios, **Emma Gormley** said: *"Loose Women is Britain's longest running panel show and 25 years on, continues to lead the conversation on so many topics that reflect the lives of our viewers, from agenda-setting campaigns to lunchtime laughs with the women. I'm immensely proud to work with a brilliantly talented team on and off screen and be able to celebrate the milestone anniversary with this wonderful Silver Jubilee themed shoot."*

Loose Women has been broadcast into the homes of viewers for a quarter of a century and features discussion around the day's most topical issues, from current affairs to the latest showbiz news, as well as exclusive guest interviews.

With the panel's own experiences at the heart, the show leads boundary breaking conversations on the issues affecting our viewers today, reflected through Loose Women's award-winning campaigns, including: *Lighten the Load*, *Facing It Together*, *Don't Skip Your Screening*, *Body Stories* and *Half-Time Team Talk*, as well as BAFTA nominated 'Loose Women & Men' and 'Loose Men' specials - which most recently won a Royal Television Society Award last year, following Loose Women's 2021 RTS accolade.

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25 facts about Loose Women to celebrate 25 years...

- 1. The show first aired on 6th September 1999, with Kaye Adams, Nadia Sawalha, Jane Moore and Baroness Karren Brady on the panel**
- 2. One of the first ever Loose Women TV listings - as included in Radio Times Magazine on the week of 6th September 1999 - read: 'A new weekday magazine show aimed at women with colourful chat, spicy gossip and celebrities. Hosted by Kaye Adams and Nadia Sawalha'**
- 3. Seven generations of panellists appear on Loose Women - from Gloria Hunniford who is 84 to GK Barry who is the same age as the show (25 years old)**
- 4. The show has reached 14.4 million people already this year, making Loose Women the most-watched weekday lunchtime slot on a commercial channel**
- 5. Loose Women (including Loose Women specials) has won 12 prestigious awards - including: a National Television Award in 2010, Royal Television Society Awards in 2021 and 2023, a 2018 Drum Award, TRIC Awards in 2009, TV Choice Awards in 2007, 2008 and 2009, National Reality TV Awards in 2022, 2023 and 2024, a Mind Award in 2017 and a 2024 BAFTA nomination**

- 6. In September 2023, Loose Women swapped the studio for the stage and embarked on a 16-night nationwide *Loose Women Live* tour for the first time ever - including a night at the iconic London Palladium**
- 7. The panellists drink an average of 3 hot drinks per show. That's almost 55,000 hot drinks over the last 25 years!**
- 8. There have been approximately 4550 Loose Women episodes and specials since the first episode in 1999**
- 9. Loose Women has expanded online with huge success and currently has over 2.7M followers across its social platforms - the show reaches more than 22M unique social media accounts every month**
- 10. The 18 panellists featured in the Silver Jubilee shoot have a staggering total of 9.3 million followers between them on Instagram alone**
- 11. Some viewers may not know that Loose Women shares a studio with sister ITV Daytime show *Lorraine***
- 12. There have been at least seven proposals on the show, eight if you include Janet's proposal to marry herself! Janet's marriage to herself was then officiated on the show by Frank Lampard. Other Loose Women nuptials include two dogs and another between two rabbits at Easter**
- 13. Loose Women has a live studio audience every weekday lunch - with up to 90 fans attending per show**

14. **Loose Women is shot on five cameras during every lunchtime show**
15. **The show has hosted nine all-male Loose Men panels, to highlight men's mental and physical health, and was first launched on International Men's Day on 19th November 2020**
16. **The panellists featured in this shoot have over 50 pets between them - including alpacas, goats, dogs and cats!**
17. **Loose Women has interviewed both the former Prime Minister Rishi Sunak and current Prime Minister Sir Keir Starmer (before elected as PM but whilst leader of the Labour Party) as well as other key party leaders and MPs including Nicola Sturgeon, Sir Ed Davey, Nigel Farage and Stephen Flynn**
18. **For a brief period in the year 2000, the show was renamed LiveTalk**
19. **The show is currently filmed in London but has previously been recorded in studios in Manchester and Norwich. This year, a whole episode was also recorded at the Eden Project, Cornwall to mark World Earth Day**
20. **Over the years, the Loose Women have appeared in many other television programmes - including Janet Street-Porter and Linda Robson guest starring in Hollyoaks as themselves! Janet also did a cameo in Neighbours and three of the women in the Silver Jubilee portrait have appeared in ITV comedy Benidorm (Janet, Denise Welch and Nadia Sawalha)**

21. **Dame Kelly Holmes has been awarded a DBE, as well as holding two Olympic Gold Medals, Katie Piper and Gloria Hunniford also have OBEs and Janet Street-Porter has a CBE**

22. **The show broke a Guinness World Record in 2016 when Ayda Field Williams 'smashed the most pumpkins in a minute' on Loose Women**

23. **One of the questions the panellists get asked most, is where they get their outfits from - following the show, details are now uploaded to: <https://www.itv.com/loosewomen-fashion>**

24. **Highlighting the impact of Loose Women's campaigns, after Sarah, Duchess of York helped launch our Don't Skip Your Screening, aiming to tackle the 1.2 million missed mammogram appointments in England alone, visits to the breast screening and mammogram pages on the NHS website increased by a one third in the week the special aired**

25. **Loose Women also launched its Facing It Together domestic abuse campaign in March 2024. Refuge, who run the National Domestic Abuse Helpline, 'had to put extra staff on the phone lines and live chat services that week to accommodate an increased demand' and Respect, one of the leading organisations working with male survivors of domestic abuse, revealed that demand for the Respect Men's Advice Line website increased by 81% that day**

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Join the conversation on [Instagram](#), [Facebook](#) and [X](#) at @loosewomen and on [TikTok](#) at @loosewomenofficial

-ENDS-

Must credit: Loose Women airs weekdays from 12:30pm on ITV1, ITVX, STV and STV Player and this September celebrates the show's 25th anniversary.

Notes to Editors:

Loose Women is sponsored by Mecca Bingo

Loose Women L-R: Dame Kelly Holmes, Denise Welch, Coleen Nolan, Christine Lampard, Olivia Attwood-Dack, Judi Love, Linda Robson, Nadia Sawalha, Kaye Adams, Jane Moore, Kelle Bryan, Charlene White, Brenda Edwards, Frankie Bridge, Janet Street-Porter, Ruth Langsford, Katie Piper and Sunetra Sarker.

The portrait and press pack Q&A will be made available on the ITV press site.

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