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Press release

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Property professionals get on their bike to raise £10,000 for local charity

Get on your bike has been the latest message to the city's property professionals who are preparing to pick up pace to raise funds for the regional charity, The Birmingham Foundation.

A 22-strong group of cycling enthusiasts will be taking part in a 125 mile cycle ride from Birmingham to Aberdovey in Wales on Friday 16 May.

With a fundraising target in their sights of £10,000, the property professionals will be swapping their pinstripe suits for Lycra shorts in a bid to complete what is expected to be a gruelling 10 hour challenge.

In preparation for the big day, the team estimates that in 2008 alone, all those taking part will have accomplished more than 3,000 hours of training – a figure which equates to 125 days of continuous peddling.

A 100 mile group training exercise scheduled for the end of April is currently being coordinated by Alastair McChesney of HBG Properties, to ensure that all cyclists are geared up for the challenge that lies ahead. Fortnightly group training runs also take place to complement individual training plans.

Having been responsible for plotting the route, which will see the group set off from Brindleyplace in central Birmingham, Alastair knows all too well that they are set to



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climb many miles of steep Welsh hillside on their way to the picturesque coastal town of Aberdovey.

Charlotte Crossley, director of Brindleyplace-based marketing, PR and design agency Core, has also played a fundamental part in organising the charity cycle challenge, and in getting the team of property professionals on board for the event.

Charlotte said: "Cycling is a shared passion among those who have agreed to take part in the Birmingham to Aberdovey cycle ride; however as the buzz around the event grows, it is clear that everyone involved is highly motivated by the fundraising target that has been set and by the prospect of making a significant contribution to an important local charity.

"We have all made a massive personal training commitment in order to complete the 125 mile trip and we have already received a lot of support from our employers, colleagues and business contacts – Core has sponsored the cyclists' kit so expect to see a whoosh of purple as we fly past on the day! I would just like to urge those who have not yet registered their sponsorship to do so, as every donation helps us on our way to achieving our £10,000 target."

Those who want to pledge their support for the cyclists can go to the dedicated website www.justgiving.com/birminghamtoaberdovey to make a donation. As payments via the website are made in an efficient and totally secure way, the Birmingham Foundation will receive the funds faster than donations made by cheque. As an added incentive, an extra 28 per cent in tax will be added to all donations made by UK taxpayers via the website – at no additional cost to the donor.

Alternatively, cheques can be made payable to Birmingham Foundation and posted to Charlotte Crossley at Core, Fourth Floor, Four Brindleyplace, Birmingham, B1 2JF. Chief executive of Birmingham Foundation, Derek Inman, said: "The spirit of this 125-mile cycle ride, and the way in which the individuals involved have mobilised support around the event, has been superb. As a locally-focussed charity, we rely on members of the business community to use their own personal influence and also to

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pull together in order to really make a difference to disadvantaged persons and deprived groups throughout the city.

“This group of property professionals faces an extremely demanding physical and mental challenge, and Birmingham Foundation is very grateful to have been chosen as the beneficiary of their efforts. I wish the team the very best of luck for a safe and enjoyable journey, and I do hope that their endurance is matched by the generosity of their peers.”

The 22 property professionals participating in the Birmingham to Aberystwyth event include Gary Taylor and Steve Tillman, the joint managing directors of Argent (UK Developments) Ltd, Mike Murray, senior development manager for St Modwen, Richard Dickson, Jo Kirk and Kieran Muldoon from Calthorpe Estates, Warren Jukes, Ian Standing and Matt Goer from Associated Architects, Kevin Foreman from DBK Back, Ulysse Dormoy from Modular Lighting Instruments, Martin Cooper from Halcrow Yolles, Steev Ellson from One, Tom Waldron from LandMarque Sites Ltd, Simon Marks from EC Harris, John Burns from Wragge & Co, Ben Burton from Overbury, Andy Heaney from Thompson Heaney along with Simon Hall and Charlotte Crossley from Core and Alastair McChesney from HBG Properties.

For further information on Birmingham Foundation go to www.bhamfoundation.co.uk

Ends

Pictured from left to right:

Front row: Keiran Muldoon - Calthorpe Estates, Alastair McChesney - HBG Properties, Jo Kirk - Calthorpe Estates, Derek Inman - Birmingham Foundation, Charlotte Crossley - Core, Mike Murray - St Modwen and Richard Dickson - Calthorpe Estates

Middle row: Gary Taylor - Argent, Simon Hall - Core, Kevin Foreman - DBK Back, Ian Standing - Associated Architects, Ben Burton - Overbury.

Back row: Steev Ellson - One and Matt Goer - Associated Architects

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