



Press release

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CYCLISTS RACE AHEAD OF TARGET FOR CHARITY

Twenty-three property professionals from Birmingham have raised £12,000 for Birmingham's largest community charity, the Birmingham Foundation, following a gruelling 125 mile cycle ride from Birmingham to Aberdovey.

The cyclists set off from Brindleyplace, Birmingham at 7am on 16th May, and arrived in the pretty coastal town of Aberdovey in Wales, exhausted but jubilant, some 10 hours later.

In preparation for the journey the team accomplished more than 3,000 hours of training, equivalent to 125 days of continuous pedalling, and included a 100 mile group training exercise at the end of April, coordinated by Alastair McChesney, of HBG Properties. Alastair also planned the route to Aberdovey.

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

She said: "For all 23 property professionals to complete the 125 mile course was a tremendous achievement. Although, the training that went into being prepared for this event was rightly quite significant. Having battled through horrendous weather and climbing up to the highest road in Wales, we were all in agreement that it was the charity cause that kept us pedalling all day, along with a bit of competitive spirit!"

The group has surpassed their initial fundraising target of £10,000 which quickly sped up to a very satisfying £12,000.

David Bucknall, chairman of Rider Levett Bucknall, and Birmingham Foundation said: "Exceeding our fundraising target of £10,000 by an additional £2,000 is a credit to the dedication of the participants and the generosity of all of our supporters. The money will help make a real difference to deprived communities throughout the city." Anyone who would still like to give support to the cyclists can do so by clicking onto the dedicated website www.justgiving.com/birminghamtoaberdovey to make a donation. An extra 28 per cent in tax is received by the charity from 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. For further information on Birmingham Foundation go to www.bhamfoundation.co.uk

Ends

Notes to editors:

1/ The 23 property professionals included David Bucknall, chairman of Rider Levett Bucknall and Birmingham Foundation, 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.

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<http://www.justgiving.com/birminghamtoaberdovey>