

LSC North East Employees Walk off their Christmas Pud for Charity

Date of issue	21 st December 2006
Publication number	LSC0607-058
Embargo until	For immediate release

A group of employees from the Learning and Skills Council (LSC) North East and full service communications agency Fawthrop McLanders will be dragging themselves off their sofas on 27th December to complete a sponsored five mile walk to raise funds for Breakthrough Breast Cancer.

Over the past few years there have been four members of the LSC who have been diagnosed with breast cancer, making the walk particularly poignant for the employees.

Julie Calvert, Head of Marketing and Communications at the LSC, has been the driving force behind the inaugural 'Christmas Pudding Walk'. She has worked alongside Fawthrop McLanders to create a logo and supporting material for the event, planned the route, rallied support and has received the full backing of Breakthrough Breast Cancer's national office.

Commenting on the event, Julie said: "I came up with the idea of a sponsored walk because I raise funds throughout the year for a number of cancer support charities, including taking part in the yearly Race for Life for Cancer Research UK. I thought the Christmas Pudding Walk would be a great opportunity to get friends and family together to do something to support a worthwhile cause when generally we just sit around and stuff ourselves with Christmas pudding and mince pies! We

expect a good turnout for the walk, with friends and family members of all ages joining us. I hope that this is the start of something we can continue to do year on year, building awareness of both the event and the cause...you never know, it could become a national event!"

The walkers will complete a circuit starting and finishing at Whitley Bay Leisure Pool, beginning at 11am on 27th December. To supplement the money raised through sponsorship of the walk, the Marketing and Communications Team at the LSC have agreed to donate the money they normally spend on Christmas cards to the cause.

Each walker will receive a certificate and T-Shirt from Fawthrop McLanders, who are sponsoring the event. Angus McLanders, Managing Director, Fawthrop McLanders, explained why they are supporting the event: "We have worked closely with the LSC for a number of years and wanted to show our support for what is a very worthy cause. It's a good time of year for an event like this, to raise awareness whilst having some fun, exercise and fresh air."

For more information about Breakthrough Breast Cancer visit www.breakthrough.org.uk or call their freephone information line 08080 100 200.

-Ends-

Photocall: Whitley Bay Leisure Pool, walk starts at 11am.

Picture:

Note to editors:

The LSC exists to make England better skilled and more competitive. We are responsible for planning and funding high-quality vocational education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world-class standards. Our vision is that by 2010, young people and adults in England have the knowledge and skills matching the best in the world and are part of a truly competitive workforce. Established in 2001, we work nationally, regionally and locally from a network of offices across the country.

Media contact: Laura Tiplady, Regional Press Officer:

T: 0191 492 6355

E: laura.tiplady@lsc.gov.uk

Ann Barnes, Regional Press Officer:

T: 0191 492 6355

E: ann.barnes@lsc.gov.uk

Out of hours media contact Julie Calvert, Head of Marketing and Communications at the LSC North East:

T: 07710075118