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PRESS RELEASE

esa raise over £5,000 for Naomi House's ultimate store wars

leading accommodation solutions provider, esa, accomplish 550 km static-cycle challenge for Naomi House as part of 'Ultimate Store Wars'

On Thursday 25th May, staff from leading accommodation solutions provider, esa, bravely cycled 550 km on static-cycles as Newbury enjoyed one of the hottest days of the year. Taking over the Naomi House & Jacksplace charity shop in Newbury to compete in 'Ultimate Store Wars', esa staff raised over £5,000 for the north Hampshire-based charity (Charity Registration No. 1002832).

Naomi House & Jacksplace provides expert hospice care to hundreds of life-limited and life-threatened children, young people and their extended families across the south of England.

As part of Children's Hospice Week - the UK's only awareness and fundraising week for the needs of seriously ill children - staff devoted a whole day of giving by taking charge of the Naomi House & Jacksplace charity shop on Northbrook Street in Newbury. They competed against other local businesses including SWR Group, BNP Parabis, Serocor and Cisco.

The team, dressed in Where's Wally apparel, had a day to beat set targets for both shop revenue and additional fundraising by the highest percentage to be crowned champion, but it was Naomi House & Jacksplace who was the real winner.

As well as selling items in the shop, esa staff achieved the ultimate static-cycle challenge – over 550 km on two cycles (kindly supplied by bstFitness based in Parkway). The distance covers esa's key serviced accommodation locations across the south of England and was completed in an impressive nine hours.

The kind-hearted Newbury public helped the charity shop raise over £750 on the day, with online donations surpassing £4,300. Included in this figure was money generated from an online auction, quiz night and staff waxing which took place during May. The Ultimate Store Wars results will be announced on Monday 5th June.

Corporate Fundraiser at Naomi House & Jacksplace, Jill McDonagh, said: "The support we've had has been incredible. They've all worked so hard to "up the volume" and shout about our hospices today for Children's Hospice Week. The money they've raised for us will make a huge difference to our hospices and help us continue to provide vital care and support to life-limited and life-threatened children and young adults from across central southern England."

Chris Minhinnett, Commercial Director at esa, said: "It was a great day and the money we

have raised is simply incredible. On behalf of esa, I want to thank the Newbury public who donated money, as well as local businesses that supported our challenge. They include: bstFitness, who supplied the static cycles; Bannatynes, The Newbury, MS OvenCare, Thatcham Jewellers, Donnington Grove and BooBars, who donated prizes for our online auction; Anytime Fitness, who came down with much-needed water bottles midway through the day; Sharp's Autos, Sweet Treatz, House of Fisher, Go Native, Big Group, Griffins and Berkshire Apartment Services and Lea King, who all made generous donations. I also want to thank all of our staff – their unbelievable efforts will hopefully make a difference to families with life limited youngsters.”

For anyone unable to attend on the day, this amazing achievement can be recognised by donating online at www.justgiving.com/fundraising/esa-ltd.

ends

notes for editors:

about esa serviced apartments