

MEDIA CALL

Leading Businessman to Launch Major Appeal for Noah's Ark Trust.

Date: 6th October 2011

Time: 8.30am

Location: Reception Desk, Sixways Stadium, Warriors Way, Worcestershire WR3 8ZE
Tel: 01905 454183

Contact: In advance and on the day – Hayley Lewis 07809 868517

In the wake of last week's announcement that the children's Charity, Noah's Ark Trust, is being forced to make severe cutbacks due to financial difficulties, a major campaign is being launched by renowned Worcestershire businessman Stephen Taylor. Stephen recently sold TMLogistics, the family business he helped to build, for a multi-million pound deal.

The announcement will be made at the breakfast before Herefordshire and Worcestershire Chamber of Commerce's Business Expo and Stephen is expected to throw down the gauntlet to local businesses to make an immediate financial commitment to Noah's Ark Trust. Louise Hewett who runs Hewett Recruitment will join Stephen to explain how her firm plans to help.

At present, Noah's Ark's income is down an average of £18K each month and the appeal – Keep Noah's Ark Afloat – plans to plug this gap. This will keep the charity afloat until the end of January 2012 by which time a restructure will have taken place and from that point on, expenditure will be greatly reduced.

The charity also has a stand at Business Expo where it will be asking those attending to help them "row the ark" as Noah's Ark Trust Chief Executive Gabby Beddows explains:
"We're challenging our supporters to help us row the ark down the Severn. A challenge is always a great way to bring people together - if we can get our supporters to pull together, we can raise awareness of the essential service we provide and the needed support required from local businesses and members of the community to ensure we stay afloat. Help us continue to support bereaved children and their families across Herefordshire and Worcestershire".

To find out more about the appeal, please visit
www.noahsarktrust.co.uk



Noah's Ark Trust
Supporting Bereaved children