

Press Release

**Swam a Lake, Ran a Marathon, Entered it's a knock out.....**

The Cumbrian Company 'Westmorland' announced this week that it has raised £10,000 over the last 12 months for local charity Eden Valley Hospice, through some weird and wonderful team building activities with members of their staff.

In 2007, Westmorland chose Eden Valley Hospice as its charity and made a 5 year commitment to raise £50,000.

Sarah Dunning, Chief Executive said "We wanted to have a long term partnership with a local charity where we could really make a difference. We chose Eden Valley Hospice because of the children's hospice which is the only one in Cumbria. We are delighted to have reached our first milestone of raising £10,000, but what we had not expected was the team spirit which has been achieved by bringing staff together from different parts of the business – many of whom had not met each other before – and taking part in the fund raising activities – proved to be a great way of team building and for a great cause".

Westmorland, who own and operate Tebay Services, Westmorland Farm Shops, the Westmorland Hotel, Westmorland Caravan Park, J.38 Truck Stop and Rheged employ 500 people many of whom took part in the fun and inspired team building activities. Starting in July 2007, 10 members of staff including Chief Executive Sarah Dunning entered a team in It's a Knockout at the annual Cumberland Show in Carlisle. In October Sarah and a team of staff braved the icy waters of Windermere for a sponsored swim. More recently, staff joined forces by running the London marathon on a treadmill completing it in 4 hours and 12 seconds.

Colin Powell, Head of Fundraising at Eden Valley Hospice said "We are delighted that Westmorland have chosen to support the hospice and that they have developed a five year plan to raise £50,000. Everyone has really taken the challenge to heart and the support already received from Westmorland has been absolutely magnificent."

The target of £10,000 for the first year was raised through several other initiatives, including the sale of the book 'The Journey' by Ted Cowling in the shops at Tebay Services and Rheged. Ted Cowling lost his two daughters to cancer at an early age. Since then he has donated all the profits from his book to the Severn Valley Hospice where his daughters were cared for. However, since reading about Westmorland's fundraising efforts, Ted kindly offered to donate all the profits from their books sold in Westmorland's shops to Eden Valley Hospice through Westmorland's campaign.

Westmorland also sent all their Christmas cards via email, donating the hundreds of pounds usually spent on Christmas cards and held a superb Christmas raffle for the staff with prizes donated by their suppliers as well as receiving generous donations from their customers in the collection boxes that we have placed around at the till points throughout the business.

**Ends**

### **Notes to the Editor**

- Westmorland Ltd was established in 1972 when two families, the Dunning's and the Birkett's opened Tebay Services north bound.
- John and Barbara Dunning's daughter Sarah became Chief Executive of Westmorland Ltd in 2005 and will continue to ensure that Westmorland Ltd remains committed to the promotion of their local roots, products and the landscape that surrounds them
- Eden Valley Hospice, situated in the heart of North Cumbria on the south side of Carlisle, serves communities throughout North Cumbria and the Eden Valley area - **a total of over ½ million people.**
- Eden Valley Hospice cares for patients, both adult and children, from the Cumbria area with life-limiting illnesses including cancer, and other such conditions as motor neurone disease, muscular dystrophy and multiple sclerosis.
- The hospice is committed to the provision of specialist and medical care in addition to complementary therapies, chaplaincy and bereavement support for as long as necessary. Care is provided free and referrals to the hospice come from general practitioners and hospital consultants.
- The hospice needs over £2 million a year to fund their work. About a 20% of this is provided by the NHS, leaving a shortfall of about £1.5 million to be found through the continuing generosity, help and support of the local communities.