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## **Bath-based Helphire throws a line for Comic Relief!**

Volunteers from Helphire are donating their services on Friday, March 13<sup>th</sup> to help man the official donation line for Red Nose Day '09!

The **160**-strong team of staff, family and friends, will be taking calls throughout the live TV extravaganza on BBC One, which will be hosted by some of the biggest names in TV, including Davina McCall and David Tennant.

As well as managing much needed pledges on the night, volunteers will be giving their support for Red Nose Day by 'Wearing Something Funny for Money,' putting on a variety of fundraising events, including a sponsored silence by a manager (not known for being quiet!), and a sponsored crazy beard and hair dying competition, as well as a host of entertainment to keep volunteers energised and enthused throughout the evening. The Company anticipates some celebrity appearances on the night, both to keep people entertained and also take a call or two. A number of Helphire's suppliers and local businesses are also pledging their support on the night, including Lower Bristol Road-based Green Park Tavern.

**Mark Adams, Chief Executive** said:

"I am delighted that Helphire – through our fantastic team of volunteers - is able to offer its support to this great cause and help to raise much needed funds for Comic Relief. I know everyone involved is really looking forward to the evening's activities and the prospect of taking many, many pledges from the public!"

On the support from call centres, Jan Brown, Comic Relief's Campaign Logistics Officer, said:

"**Helphire** is one of a team of call centres helping us to manage these all important calls, and we'd like to say a massive *thank you* to all the staff that are giving up their Friday night to be a part of it. Thanks to our brilliant volunteers and BT, Red Nose Day call centres will form a virtual network of a staggering 12,000 lines, which will really help us raise our total and change lives."

Over £67 million was raised for Red Nose Day '07, and this year **Helphire** hopes to help Comic Relief go even bigger when Red Nose Day hits screens across the country on March 13<sup>th</sup>. The seven-hour TV bonanza will be on Red Nose Day, March 13<sup>th</sup>, BBC One, from 7pm.

- Ends -



**For further information or to arrange photography, please contact:**

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#### **Notes to editors:**

##### **About RND '09**

For more information on Red Nose Day 09 please contact The Media Team on 0207 840 2519

- Red Nose Day is coming on Friday 13 March 2009 and is going back to its roots, asking people to Do Something Funny for Money!
- Since its launch in 1985 Red Nose Day has raised over £424 million
- Comic Relief spends all the money raised giving extremely poor and disadvantaged people in the UK and Africa a helping hand to turn their lives around
- Comic Relief's vision is to create a just world, free from poverty
- Comic Relief, registered with the Charity Commission no. 326568 (England / Wales); SC039730 (Scotland)

##### **The Comic Relief promise**

In order to run itself in a professional and effective way Comic Relief incurs necessary significant costs. Raising funds, making grants and organisational overheads cost real money.

Despite these costs, Comic Relief is still able to promise that for every pound the charity gets directly from the public a pound goes to helping transform the lives of people living with poverty and social injustice. If Red Nose Day raises £50 million, Comic Relief will spend at least £50 million doing just that.

It can make this promise because its operating budget is covered in cash or in kind from all types of supporters like corporate sponsors and donors, suppliers, generous individuals and government (including Gift Aid) as well as from investment income and interest.

##### **About Helphire**

Helphire Group plc is the market leader in the provision of accident management assistance to drivers involved in road accidents that were not their fault. Working with the UK's top insurance companies, its services include provision of like for like replacement vehicles, financing of vehicle repairs, legal expenses and the management of personal accident claims.

Helphire was founded in 1992 and floated on the London Stock Exchange in 1997. With a staff of over 3,000 and a fleet of over 17,000 vehicles to meet its customer requirements, the award winning Group is headquartered in Bath. Operating under three divisions, UK Accident Management, Legal Services and Helphire International, the Company has six call centre sites and a national network of 30 branches.