



FOR IMMEDIATE RELEASE

Swanswell embark on 'Corporation Street Challenge'

Swanswell employees are getting ready to take part in a 33 mile bike ride challenge to raise funds for charity

12 March 2010, Rugby – Swanswell workers, who provide community based services in Coventry, Birmingham and Warwickshire, are proving they are willing to go the extra distance by taking part in the 'Corporation Street Challenge'. The 33 mile bike ride departs from Swanswell's head office on Corporation Street, Rugby, at 10am on Friday 19 March 2010 and finishes at Corporation Street in Birmingham.

Employees are raising funds on behalf of Sport Relief and for another cause which is closer to home – a little boy called Noah. Noah is suffering from Acute Myeloid Leukaemia and is the grandson of Caron Runham, one of Swanswell's Shared Care Drug Workers.

James Vukmirovic, Data Administrator, came up with the fundraising bike ride concept and has since inspired other colleagues to join him on the journey. James said: *'I've not cycled this far before, but I think it's a great challenge and worth doing to help raise funds for Sport Relief and Caron's grandson who is so poorly. Both are very worthy causes and worth doing this for.'*

Swanswell Chief Executive, Debbie Bannigan, said: *'I'm very impressed with the fundraising concept. The 'Corporation Street Challenge' is an innovative way to raise*

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money for two great causes and also encourages people to become more active for a healthier lifestyle. At Swanswell we encourage people to work with members of the community who need support to change their alcohol or drug misuse to lead happier lives.'

If you would like to support Swanswell you can make a donation at

www.mysportrelief.com/swanswell

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Notes for editors

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About Swanswell

Swanswell is a national charity that helps people overcome drug, alcohol and other problem behaviour. We believe that everyone deserves the chance to change and to be happy. We help them to remove the things that stand in their way, whether physical, emotional or practical. So, as their lives improve, they can feel well, do well, and stay well.

Swanswell has a reputation for innovation and is a leading developer of new services which help people to change their behaviour for the better.

www.swanswell.org

About Sport Relief

Sport Relief is a biennial charity event from Comic Relief, in association with BBC Sport, which brings together the worlds of sport and entertainment to raise money to help vulnerable people in both the UK and the world's poorest countries.

www.sportrelief.com

About Noah

23 month old Noah has been fighting for his life, since August 2009, when he was first admitted to *Birmingham's Children's Hospital* with Acute Myeloid Leukaemia. Noah has had three lots of neurosurgery and several blocks of aggressive chemotherapy, battled numerous infections and has lost the ability to walk through muscle wastage. But he's still smiling. Now his family need help so that Noah can have a bone marrow transplant and come home soon.

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