

# ***ChipsAway***

## **ChipsAway support Help for Heroes**

### **March 2010**

Leading minor automotive paintwork repairer ChipsAway has launched a year-long fundraising campaign in aid of Help for Heroes, its adopted charity for 2010, to mark the company's 15<sup>th</sup> successful year in the UK. The campaign, which will involve a series of events held nationwide, is expected to raise tens of thousands of pounds for the charity and has the enthusiastic support of Vicki Butler-Henderson, popular presenter of TV show *Fifth Gear* and the newly unveiled 'face of ChipsAway' for 2010.

"We are encouraging all our franchisees to get involved," explains Lloyd Evans, Chief Executive of ChipsAway. "There will be exciting prizes on offer throughout the year for those franchisees with the craziest fundraising ideas, as well as for the top fundraisers. The ultimate prize will be a date with Vicki, who is a terrific sport and a great supporter of this most deserving charity."

So far, franchisees' ideas for fundraising include wearing wellies full of jelly for the day, soaking in a bath of baked beans and a sponsored waxing! Others will be doing sponsored runs, bike rides, the Three Peaks Challenge and charity fashion shows!