

ChipsAway

September 2010

ChipsAway Charity Football Match Success

Leading automotive paintwork repair specialist ChipsAway has been the proud sponsor of a summer season of star studded charity football matches.



Soap stars, ex-professional footballers, musicians and TV presenters all donned their football boots and ChipsAway sponsored shirts to tour the country and raise money for charity.

ChipsAway has sponsored the celebrity football team to raise money for various charities at each game. As well as this ChipsAway is running its own separate campaign to raise thousands of pounds for Help for Heroes – its nominated charity of the year 2010.

The most recent match took place at Eastbourne United and raised a fantastic £11,000. More than 2,000 people were in attendance to see the ChipsAway sponsored celebrity team win 6-1. The event was also captured on camera as it was filmed by Sky 1 and Unseen TV – potentially exposing the ChipsAway brand to millions more people.

Chief Executive of ChipsAway, Lloyd Evans said: "We're thrilled to have sponsored the charity football matches.

"They have proved a great success, raising amazing amounts of money for so many different charities – we're thrilled we could get involved."

Daniel Jillings, who manages the celebrity team comments: "We are delighted that the football team has been sponsored by the market's leading automotive paintwork repair specialists ChipsAway. It has been very exciting and we hope to build a great working relationship with them."

Some of the celebrities which make up the football team include Hollyoaks stars Nico Millegro 'Newt', Anthony Quinlan 'Gilly' and Emmerdale, Waterloo Road and Coronation Street actors.