

Whitakers Chocolates

20 April 2010

Botham Charity Walk Helps Yorkshire Chocolatier Raise £100,000 for Leukaemia Research



Skipton-based Whitakers Chocolates has succeeded in raising £100,000 for Leukaemia & Lymphoma Research, thanks to the efforts of managing director William Whitaker who yesterday (19 April) finished the gruelling ten day 200 mile Forget-me-not 2010 charity walk with Sir Ian Botham.

The completion of the walk marks the culmination of a three year fundraising campaign undertaken by the chocolate company. Having succeeded in raising £70,000 for Leukaemia & Lymphoma Research through sales of its special Calendar Girls packs, William pledged to raise a further £30,000 for the charity through sponsorship of his participation in 'Beefy's' latest walk.



media relations and profile

Starting in Manchester on 10 April and ending ten towns later in London, William was one of a small team who accompanied Sir Ian throughout the walk. So far, £600,000 has been collected for the charity from the 2010 walk, but the final total is expected to be nearer £750,000 once all the funds are received. The walk marked the 50th anniversary of Leukaemia & Lymphoma Research and the 25th anniversary of Sir Ian's first walk for the blood cancer charity when he vowed to keep walking until childhood leukaemia was beaten. During this time, Sir Ian has raised a staggering £12m for the charity.

"The atmosphere everywhere we've been has been fantastic – despite sore feet and other aches and pains, it has been an amazing adventure and one that has only been possible because of the enthusiastic support we've been greeted with every step of the way," commented William Whitaker.

"My thanks to all of our customers and supporters who have helped us to realise our target of raising £100,000 for this great charity. Since Sir Ian's first walk in 1985, the percentage of children surviving leukaemia has increased from just 20 per cent to 90 per cent – every penny raised for the charity will help to further improve treatments," he added.

It's not too late if you would like to support William's achievement, please visit

<http://original.justgiving.com/whitakerschocolates>

Whitakers supplies selection boxes of after dinner chocolates under its own and supermarket brands and has also established a niche business supplying personalised chocolates to hotels and restaurants nationwide. The company now employs over 140 staff and produces of more than 2m chocolates a day.

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