

**Date:** 11 February 2013

**JCT600**

## **Local motor retailer announces chosen charity for 2013**



As February is National Heart Health Month, it is particularly appropriate that staff at Yorkshire-based family motor business JCT600 have chosen the British Heart Foundation as the company's first annual nominated charity.

JCT600's 1,400-strong team located at its Bradford head office and across its 42 dealerships were invited to put forward suggestions for charities which they would like to be the focus of the company's fund-raising activities this year. A committee of JCT600 staff then reviewed the charities nominated before selecting the British Heart Foundation.

JCT600 has committed to the target of raising at least £10,000 for the charity during the year. A wide range of exercise and health-related activities are being planned by staff over the next 12 months to not only raise funds for the British Heart Foundation, but also to motivate employees to adopt a healthier lifestyle. For example, suggestions include 'Monday Meander', 'Wednesday Walk' and 'Fruit Friday'.

Graham Clark, HR director for JCT600, said: "Every year JCT600 supports numerous activities undertaken by individual members of staff as well as our annual company-wide charity event, all of which raise money for a variety of charities. This year, we decided to consolidate our efforts and focus on making a real impact by working with one charity which our staff feels makes a significant difference to people's lives."



media relations and profile

Kirsty Moon of JCT600's head office dealer support team who led the selection committee, said: "We felt the British Heart Foundation was a charity that would appeal to all our colleagues. Heart disease remains the UK's biggest cause of death and the charity undertakes some really exciting initiatives and research programmes. With so many people's lives affected by heart disease, we also thought raising awareness could benefit our own colleagues' wellbeing and general health."

Sue Green fundraising and volunteer manager from the British Heart Foundation said: "JCT600's commitment to supporting the British Heart Foundation is fantastic news, particularly during National Heart Month. We look forward to working with the team to support their fundraising activities and raising awareness of heart health."

The British Heart Foundation is the nation's heart charity; its vision is a world where people don't die prematurely from heart disease. Undertaking pioneering research, vital prevention and care activity and support for everyone living with heart disease. Everybody has a part to play. To find out more, visit [www.bhf.org.uk](http://www.bhf.org.uk)

**Ends**

**Picture shows:** Kirsty Moon (left) of JCT600 with Sue Green of the British Heart Foundation

**For further press information, please contact:**

Susan Reid on (01423) 56 99 99 or [susan@appealpr.com](mailto:susan@appealpr.com)