

PRESS RELEASE

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RIDING TO VICTORY: ANNOUNCING THE PARCELHERO EVERYDAY BUSINESS HERO 2015

An Eltham man has won a prestigious business award from one of the UK's leading online couriers.

Dean Keable from Bexley Road has been awarded ParcelHero's Everyday Business Hero 2015. Dean was nominated for his remarkable work with the Freddie Farmer Foundation, which supports disabled children.

Every year, Dean organises a charity cycle to raise money for the foundation, and to make things a little more interesting, Dean arranges for the cycles to take place overseas. Support is provided by SPM Print, who pay for the van, driver and back-up-expenses, ensuring all money goes back to charity. And last year, Dean raised over £26,000 for a ride through Germany, Holland and Belgium.

Suzannah Tolba, from ParcelHero, said: "We were inundated with nominations, from people all over the UK and we received some incredibly inspiring submissions. We decided that someone like Dean should absolutely deserve to be celebrated not only for his hard work in raising money and awareness for a worthy cause, but also for inspiring others around him to do good.

"It is a delight to present Dean with our Business Hero award. We will be sending him a voucher for a Virgin Experience Day from the Scarlet Collection as well as a little something to commemorate his win."

Dean said: "I don't think I've ever won anything before! I'm very happy, it's very nice to be thought of but I don't think I do anything that anyone else couldn't do with a bit of effort and planning, stick to what you do best!"

Dean will soon be hitting Mallorca from May 28 – June 4 2016 and encourages anyone to get involved and help raise money for the Freddie Farmer Foundation. The first SPM Print charity cycle in 2011 went from London to Paris, and the second was from London to Amsterdam.

To find out more about the annual SPM Print charity cycle, please visit:

<http://deankeable.wix.com/freddiechallenge>

For further information about the Freddie Farmer Foundation please contact charity officer Karen Smith on 020 8313 3707, email karen@freddiefarmerfoundation.org.uk or visit the website www.freddiefarmerfoundation.org.uk.

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NOTES TO EDITORS

For more information, image or interview requests, please contact Carol Ann Walters on 020 8289 0460, 07780 703 600 or email carol@cawpr.co.uk

ABOUT FREDDIE FARMER FOUNDATION

The Freddie Farmer Foundation physiotherapy centre opened in April 2015 to provide intensive physiotherapy programmes for disabled children. The centre is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

To find out more about Freddie Farmer Foundation, please visit www.freddiefarmerfoundation.org.uk