

FOR IMMEDIATE RELEASE: Friday 25 September 2009

Contact: Caroline Bernard 020 7241 8527 (out of hours 07760 191579)

GOING TO GREAT LENGTHS FOR OLDER PEOPLE: MARK CHAPMAN'S SPONSORED CYCLE RIDE FOR COUNSEL AND CARE

Mark Chapman, Managing Director of StaffPlan, the leading supplier of products to the homecare industry, is cycling from Land's End to John O'Groats to raise funds for Counsel and Care, the national charity working with older people, their families and carers to get the best care and support, between 26 September and 4 October 2009. This epic challenge will help the charity reach more older people, their families and carers.

Mark will be taking the tough uphill route, starting from Land's End, and has set himself a target to finish the ride in nine days.

Stephen Burke, Chief Executive of Counsel and Care, said:

"We are delighted that Mark Chapman is getting on his bike and going to great lengths for Counsel and Care. All the funds raised by Mark will go towards Counsel and Care's unique advice service for older people, their families and carers to help them get the best care and support. Together we can make care work better for older people from John O'Groats to Land's End."

-ENDS-

NOTES TO EDITORS

- To sponsor Mark via JustGiving, please visit:
<http://www.justgiving.com/Mark-LEJoG/> or see the StaffPlan website:
<http://www.staffplan.co.uk/Info.aspx?about=Lejog> or visit Counsel and Care at: www.counselandcare.org.uk
- Counsel and Care is a national charity working with older people, their families and carers to get the best care and support. Advice on issues affecting older people and carers can be obtained by calling 0845 300 7585 or emailing advice@counselandcare.org.uk. Counsel and Care's Advice Service opening hours are 10am-4pm Monday-Friday except Wednesday afternoons.
- More information about Counsel and Care can be obtained from www.counselandcare.org.uk