



Travel managers go back to the floor to raise charity cash

April 2008

A group of Walsall travel managers at The Midcounties Co-operative raised £800 for Dogs for the Disabled by going 'back to the floor' and taking customer bookings.

Five senior managers based at the Travel group's head office spent a day at the Co-operative Travel branches in Walsall, Bilston, Kidderminster and Worcester to raise the money.

The Society donated £100 for each completed booking on the day, with a total of £800 presented to the Midcounties' nominated charity of the year.

Geoff Hurmson, group general manager for The Midcounties Co-operative's Travel group, said: "It was really fun to get back to a desk in the branch and dealing with customers, especially as that's how we all started in the industry.

"All our roles have a strong customer service focus so it was great putting that into practice, as well as raising money for charity at the same time.

"There was of course a bit of friendly competition to see how many bookings we could make and we were delighted to confirm eight holidays on the day.

The four other managers who took part were Jo Bevington, Sue Reid, Claire Kelly and Emma Pile.

Dogs for the Disabled is a charity which creates life-changing partnerships by training assistance dogs to help disabled people lead more independently.

Ends

Caption I-r: Claire Kelly, Geoff Hurmson, Jo Bevington and Sue Reid.



Portrait option includes eight month old labrador puppy Josie, in training with Dogs for the Disabled.

Notes to Editors

The Midcounties Co-operative is based in Oxford and Walsall, with trading outlets stretching to Gloucestershire, Wiltshire, Shropshire, Worcestershire and surrounding counties.

Trading groups are - food retail, funeral, travel, pharmacy, Motorworld, Co-operative IT and Imagine co-operative childcare.

The Society is the third largest co-operative society in the UK.

The Midcounties Co-operative is a £700m business with over 550 branches, 7090 employees and over 300,000 members.

Our aim is - To be a successful consumer co-operative working towards creating a better, fairer world, and to enhance the lives of our colleagues, members, customers, and the communities we serve.

For more details call Oliver Du Croz at Seal Communications on 0121 200 0780 or Adrian Barradell on 01865 256280

Visit www.midcounties.coop

