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RED NOSES, RED EARS AND £100,000 COLLECTED!

There were red noses galore, plenty of tears of laughter and a few red ears as well after Lowell Group turned its call centre into a fundraising hotline for Comic Relief on Friday 16 March.

Between 7.00pm and midnight around 70 staff volunteers answered more than 3,000 calls and took an amazing £100,000 in phone donations.

Earlier on, the staff raised £670 themselves by organizing their own fundraising activities. The highlight of the day was undoubtedly when Lowell's three executive directors were 'persuaded' to stand in a bath of goo while staff members paid for the privilege of bombarding them with pots of smelly gunge – an event which was captured on film by the BBC and broadcast to the nation!

It was the first time that the Leeds-based debt purchasing company had donated its call centre to be used by Comic Relief and as a thank you to staff for giving up their evening sweets, food and drinks were in plentiful supply.

Lisa Wragg, who organised the event, said: "There was a great atmosphere in the call centre and knowing that you are having fun while helping such a fantastic cause makes it even more enjoyable."

Chief executive James Cornell, one of the gunge victims, added: "We have a tremendous staff at Lowell, who are dedicated, hard-working and always willing to support a worthy cause. I'm extremely proud of their efforts on behalf of Comic Relief and hopefully we can do it again next time."

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