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LOWELL GOES WHOLE HOG FOR BREAST CANCER CHARITY

Leeds-based Lowell Group went 'pink crazy' on Friday (27 October), raising over £1000 for breast cancer research.

For 'wear it pink day' the company's 190 staff put on a host of outlandish pink outfits while its three directors went the whole hog by dressing up as 'the three little pigs'.

'Wear it pink day' is organised as part of Breast Cancer Awareness Month by the charity Breast Cancer Campaign. Since its inception in 1993 it has raised £3.6m for independent breast cancer research and this year organisers are aiming to raise over £2.0m more.

James Cornell, Lowell Group's chief executive officer, one of the 'three little pigs', said: "Our staff are fantastic at supporting worthy causes and they all had a great time coming up with their pink outfits. It was their idea for the directors to wear pink pig outfits – how could we refuse!

"Everyone donated £2 to wear pink and then the company matched the amount raised."

Lowell Group, a debt purchasing company, is one of the fastest growing companies in Yorkshire and has plans to recruit a further 60 telephone collections staff before the year end.

"People can rest assured they won't have to wear pink every day but hopefully we can raise a lot more for breast cancer research next year," added James.

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