

Charities receive aid from pubs

PubAid's inaugural week sees the UK's licensed leisure community unite in its charitable giving, with pledges soaring to over £100,000 in just seven days.

The industry wide initiative, which aims to counter negative and misleading stories, that regularly appear in the news, about the licensed retail sector, has proved to be a phenomenal success. In its first week, PubAid has generated charitable donations that have surpassed all expectations and is continuing to gain momentum as more and more licensees register their pubs and make their pledges.

With £100,000 already in the "pledge pot", PubAid goes to highlight just how vital the licensed retail sector is in raising funds for local needs and demonstrates the importance that many thousands of pubs play in the success of charitable giving.

Registered pubs' planned fundraising activities range from weekly quizzes and charity nights to motorbike egg runs and 24-hour darts marathons. However, no matter the activity or the monies raised, every event is just as important as the next in ensuring the charitable work of our sector no longer goes unrewarded and unrecognised.

The first registration on the site was logged only moments after www.pubaid.com went live and was made by Emily and Mark Hammick, owners of The Gaggles of Geese in Dorchester. In the past, the pair have raised huge sums for their chosen charity and have made the pub famous among regulars and locals as a result of their twice-yearly Charity Goose Auction.

Speaking on the initiative, Emily and Mark said; “PubAid is a fantastic initiative that the entire sector should be involved with. For years, The Gagle of Geese has held a bi-yearly poultry auction and it is great that we now have an outlet by which we can truly publicise this and the amounts raised.

“The auction is always a huge success and was even featured in the first series of Hugh Fearnley Whittingstall’s *River Cottage*. Our last auction raised £2,000 for Julia’s House Hospice and we plan to make our next event in May even bigger, with a Farmers Market, beer festival and live music.”

A spokesperson for PubAid commented; “At a time when the sector is under the coil, it is vital that we continue to tell the media just how much good comes from the licensed retail community and re-establish ourselves as a core feature of every village, town and city.

“We are astounded by the response we have received, and are continuing to receive, from licensees across the country and are certain that PubAid will not fail to result in generating endless column inches of positive stories about the generosity of our charitable industry.”

Register now at www.pubaid.com

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Notes to editors:

PubAid is an initiative, which is supported by many patrons, not one wishes to take public credit for involvement, although all patrons will be listed within the coming months.

Des O'Flanagan, Tim Sykes or Jason Wollington will provide comment but request that we are titled spokesperson to ensure that PubAid remains the story not who the spokesperson is or was.

For all media enquiries: - will you please contact Donna Bunker on 01442 870012 or 07917 602555 or for out of business hours support contact Jason Wollington on 07798 917171.

Email address for Donna Bunker is pr@pubaid.com or Jason Wollington at hello@pubaid.com