

Kristian Alexander unveils new local charity award scheme

The Kristian Alexander Motors Group is launching its own charity award scheme to benefit local charities and foundations through its support in organising fundraising events on an annual basis.

Kristian Alexander Limited has already picked a charity for this year with the inception of the Black & White Ball 2008 in aid of the MV Freedom, a boat specifically modified for use by the disabled and elderly. This year's event will be held at the Weymouth & Portland Sailing Academy at Osprey Quay, Portland on the 13 September 2008.

MV Freedom has been chosen as this year's charity and the financial target for the first annual event is £20,000 to include a year's worth of running costs for the charity and the costs of the final event.

The Event Director, Sir Kristian, voicing his support for the charity said *'The charity is run on a local level and entirely voluntarily, the skippers and crew members ensure that all money raised goes directly towards the running costs of the boat. Since the purchase of the second MV Freedom it became evident that her popularity had increased as the passenger levels increased to 2,500 per annum. This is also helped by the fact that the service is open to day centres and care homes from Dorset and the surrounding counties.*

None of us know when we may need such a service and we should remember that. For this reason I believe that they are a suitable charity for us all to work together to raise money for.'

The scheme has already seen the launch of the web site at www.kristianalexander.co.uk/charity and has already sought sponsorship from companies within the KA Group, Sunseeker International Limited and Basepoint plc in lieu of the event. Further information concerning the purchase of tickets and sponsorship opportunities from local companies is available on the web site via the available prospectuses online.

150 places will be available at the Black & White Ball this year with a 3-course dinner, dance, and charity auction and quiz being made available by the hosts Sir Kristian Snell, the Managing Director of the KA Group and Mr Ian Jolliffe of Sunseeker.

As an annual scheme, the coming years will see the support swing to charities on a per application basis as judged by the panel currently comprised of Sir Kristian, Ian from Sunseeker and Mrs Lucy Staddon-Snell from Mustoe Shorter Solicitors. All of the efforts put in from the panel are on an entirely voluntary basis and include document design, publications and marketing and will ultimately see the event executed in September of this year.

As the host and one of the main co-ordinators, Ian commented, *'We want to provide an annual event that will be truly memorable for all who attend whilst raising money for worthwhile local causes. This year's*

charity MV Freedom has obvious alignment with our industry and we hope to provide them with funds to secure their service well into the future, helping make the sea accessible for all regardless of disability.

There are many charity evenings organised throughout the year all supporting good causes but our focus is to provide something that is fun and definitely different whilst not losing sight of the main objective - raising money & awareness of MV Freedom.'

Ends

Notes to editors:

1. Photographs available on request.
2. This press release and future releases can be sent to you via email, fax or by post.
3. Kristian Alexander Limited is an independently run firm which was formed in Weymouth in 2005. It is involved in the manufacture and distribution of automotive lighting equipment from specialist blue lighting for emergency vehicles and siren systems to items as humble as the halogen bulb and power cables. The company is now renowned in the United Kingdom & Europe as a reliable distributor to both the public and private sectors.
4. Further details on the MV Freedom can be found online at www.mvfreedom.co.uk.

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