

Press Release

Monday, 11 November 2008



We've had a ball!

The first Black & White Ball, run in aid of the local charity Friends of the MV Freedom has raised thousands of pounds and hails the beginning of an annual event for Kristian Alexander Charity Award Scheme.

The scheme Kristian Alexander, had already hand-picked the charity for this year in aid of the MV Freedom, a boat specifically modified for use by the disabled and elderly, earlier this year.

95 people attended the event at the Weymouth & Portland National Sailing Academy which featured 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, Mr Ian Jolliffe of Sunseeker International and the MC for the evening, Mr Barry White from Humphries Kirk in Dorchester.

Although initially deferred due to worries about the 'credit crunch', the ball still managed to raise thousands of pounds for the MV Freedom and saw a variety of prizes from sponsors such as Onus, The Portland Spa, Sunseeker and members of the MV Freedom as well as a donation of a bottle of whisky from Jim Knight MP, signed by the Prime Minister.

Sir Kristian, the Event Director said; *'Myself, Ian and Barry have all worked incredibly hard to make sure that we could do the best by this year's charity and are already beginning preparations for the next event.*

For a first event, I don't think it could have worked out any better and I have the other organisers, trustees, guests and sponsors to thank for their part in this incredible evening.'

Selection for next year's charity choices begin in January 2009 in partnership with Paul Kinvig of the Dorset Echo, Sunseeker, Swift Signs and Onus. You can make initial suggestions for consideration via the web site at www.kristianalexander.co.uk/charity.

Ian Jolliffe of Sunseeker International said; *'We're looking for a number of local charities of whom the money that we raise over the coming year will be of real benefit and not absorbed in administration as it can be with some larger, more national charities.*

With our partners we will be assessing and selecting the charities in January for the next year's efforts including not only the ball, but a sponsored charity walk and other fundraising schemes and we hope that everybody can be a part of it.'

Over the coming weeks, the current web site will be updated to feature photos and information from the 2008 event.

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 2006. 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.
5. More details on the Charity Award Scheme can be found online at www.kristianalexander.co.uk/charity.

For further information, please contact;

Sir Kristian Snell
Managing Director, Kristian Alexander Limited

T 08712 002198

F 08712 562092

E info@kristianalexander.co.uk

www.kristianalexander.co.uk