

There may be a credit crunch – but we're still having a ball

The launch event for the annual charity ball for Kristian Alexander Limited has been deferred to provide the organisers more time to administer and organise the event.

Kristian Alexander Limited had already picked a charity for this year, the Friends of the MV Freedom, a boat specifically modified for use by the disabled and elderly. This year's event will still be held at the Weymouth & Portland Sailing Academy at Osprey Quay, Portland on the 8 November 2008.

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, Mr Ian Jolliffe of Sunseeker International and Mr Barry White from Humphries Kirk in Dorchester.

The Event Director, Sir Kristian Snell, said '*There are financial pressures on everyone at the moment as the 'credit crunch' takes its toll but the ball has become an important issue for both myself and the other organisers involved and we felt it best to delay the ball until November.*

We are still aiming to raise a good amount of money for the MV Freedom and the fact that we have a substantial amount of visitors nationally, only speaks to our charity choice for this year.'

Ian Jolliffe of Sunseeker also added '*We did not want to disappoint the Freedom committee this year and therefore feel that the November date will be more suitable.*

Attendees so far include the Labour MP and Minister of Schools, Mr Jim Knight who is the charity president as well as a host of other guests from as far away as London, but we still need your help to make it a success'.

The scheme has already seen the launch of the web site at www.kristianalexander.co.uk/charity which contains further information concerning the purchase of tickets and sponsorship opportunities from local companies.

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.

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