

PRESS RELEASE

20th January 2005

Landlord gives dressing down!



Photograph available of two staff

It was jeans and jumpers on Friday 14th January as staff of New Charter did their bit for the Tsunami Earthquake appeal.

Employees of the Ashton-based landlord took the casual approach to raise money for the devastated regions of Asia. Instead of the smart suits and ties, visitors to the company's offices and shops across Tameside were greeted by staff in weekend gear. Donations from staff came to £533 – which the business matched to give a total of £1066.

One of the staff who suggested the idea, Alison Germain from the relets team, said, “Many staff had already donated before they returned to work in the New Year. This was a novel way of increasing fund-raising. I couldn't believe the response. Our head office felt like a different place. Even those who forgot to dress down still gave.”



business for neighbourhoods

Group Chief Executive Ian Munro commented, “The world has been touched by this disaster which has left so many people homeless. It seems entirely appropriate for us to double the staff donations to provide shelter and help rebuild homes.”

Fund-raising hasn't finished. Residents and staff of one of New Charter's sheltered housing have organised an auction of unwanted presents at 6pm on Friday 21st January. Ryefields sheltered scheme coordinator Carol White is hoping to raise another £1000. Carol is also hosting a sponsored head shave on Monday 24th January; her first volunteer is Sharon Stocks, whose mum, Dorothy, is a New Charter tenant.

NOTES FOR EDITORS

1. New Charter formed in 1999 as the new landlords to own and manage nearly 16,400 properties transferred from Tameside Metropolitan Borough Council in Greater Manchester.
2. **iN business for neighbourhoods** is a major new campaign, through which housing associations and companies across England are demonstrating the positive difference they make to people's homes, communities and quality of life. New Charter is one of over 400 housing companies and associations supporting the initiative. We've made a commitment to neighbourhoods, customers and excellence.

CONTACTS:

David Rigby or Paula Thomas - New Charter Publicity 0161 331 2000

ENDS