

PRESS RELEASE

11th March 2005

Something fishy going on!



Photographs available on application

Red Nose Day: staff at New Charter in Greater Manchester will be rolling around the floor at lunchtime, in the competitive race game of “Flap Your Kipper”!

The event was inspired by comedian Johnny Vegas who played the game in his hit ITV show “Dead Man Weds” some weeks ago.

Many staff have donated to turn up in red clothes and hair today, with larger donations expected from those who forgot. And one of our sheltered scheme co-ordinators is touring our shops, homes and offices collecting for charity as her alter ego, “Dirty Doris, the Bag Lady”.

But it’s the kippers who’ll be the real stars. From noon, 36 employees will try to flap (by fair means or foul) a paper kipper down a specially laid-out course in the main atrium of



business for neighbourhoods

our headquarters building in Ashton-under-Lyne. Six heats will be contested, culminating in a final around 1.45pm. A fabulous trophy awaits the winner!

NOTES FOR EDITORS

1. New Charter formed in 1999 as the new landlords to own and manage homes transferred from Tameside Metropolitan Borough Council in Greater Manchester. With a turnover of almost £60million a year and a workforce of 800, New Charter is one of the country's largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. It owns just under 14,900 homes.

CONTACTS:

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

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