

ARMITAGE THANKS CAMPAIGN REACHES £200,000 FUNDRAISING TARGET

Armitage Thanks, Armitage Shanks' fundraising initiative, is celebrating after reaching its £200,000 campaign target.

Launched by parent company Ideal Standard, Armitage Thanks is a charity initiative launched to celebrate the bicentenary of leading bathroom brand Armitage Shanks. The three-year charity mission began in 2015 with a fundraising target of £200,000, marking the run-up to the brand's historic milestone of 200 years in operation.

Armitage Shanks will continue to raise even more funds before the end of 2017. The business' fundraising will culminate at a celebratory event in November, when the grand total will be revealed.

Forty per cent of the cash raised by the campaign will be donated to Bowel & Cancer Research, the national charity chosen by Armitage Shanks' staff.

Armitage Thanks support of PhD student, Hannah Shailes has been a major feature of the 200-year celebratory partnership. Fundraising from staff, family and friends has meant that Hannah, who is based in the Cancer Biology Unit at Nottingham University Queens Medical Centre has been able to drive her exciting work. Hannah is exploring a specific protein which she believes contributes to a condition known as hypoxia. This makes it harder to treat bowel cancer with chemotherapy.

Hannah is one of 10 PhD students being supported by Bowel & Cancer Research. Each is making an important contribution to our understanding of bowel cancer and other bowel diseases. Funding for PhD students is vital because these young people will be our medical research experts of the future.

Working with The HEY Smile Foundation, the remaining sixty per cent of the Armitage Thanks fundraising money will be distributed to good causes with a special significance to communities local to the company's sites in Staffordshire and Hull.

One highlight was the production of acrylic moths in tribute to Hull icon, pilot Amy Johnson. The prototype moth was developed by the Company's manufacturing team in Hull. The huge moths were displayed throughout the city in homage to the aviatrix and these one-off pieces were then auctioned off in aid of the charity campaign, raising £41,000.

Ideal Standard also partnered with the Hull City of Culture 2017 team to create Fountain 17, an exhibition of artwork inspired by the iconic urinal by Marcel Duchamp. These works, created by young Humberside artists and Lemn Sissay MBE, are now part of a touring exhibition and will be auctioned off at the end of this year to raise even more funds for Armitage Shanks.

Other fundraising events ranged from sponsoring runners in marathons and half marathons, abseiling down the Armitage Shanks building, walking the Three Peaks Challenge, along with a bake-off. Armitage Shanks even produced 2017 limited edition miniature mini loo money boxes.

Throughout the campaign, Armitage Shanks has committed hundreds of paid hours to the charitable activity. It also provided seed funding for all the fundraising activities and operational costs to ensure every penny raised was able to be passed directly to charity and local good causes.

Katie Cope, Marketing Director of Ideal Standard, commented:

“Our aim throughout this activity has been to help raise money to fund research into devastating diseases nationally, along with supporting our local communities.”

“The entire team is delighted to have successfully hit our target of £200,000 of fundraising for the Armitage Thanks initiative ahead of schedule. We’re really proud of the efforts that the entire workforce has put into the fundraising and are proud to know that the money we have raised will be used to complete vital work by some fantastic causes.

“We’ll be continuing to raise even more money for the campaign via activities such as our Fountain 17 auction and we can’t wait to see what our actual grand total will be in November, where we come together to celebrate our bicentenary.”

To buy a miniature loo money box, please email armitagethanks@idealstandard.com

For more information on Armitage Shanks’ 200-year anniversary, visit www.celebrate200.co.uk

ABOUT THE CHARITIES

BOWEL & CANCER RESEARCH

Bowel & Cancer Research is a registered charity (1119105) with three principal aims: to improve survival rates for bowel cancer sufferers through research; to investigate the causes, effects and treatment of bowel disorders other than cancer which are currently poorly understood; and to improve the quality of life of patients suffering a range of bowel disorders who need to rely on a stoma (colostomy or ileostomy).

The charity operates out of the UK's first National Bowel Research Centre, based at Queen Mary University of London. The centre, opened in 2013 by HM The Queen, is a national initiative aimed at bringing together different research disciplines to improve understanding of disease processes and the development of new therapies and to drive forward the innovation and adoption of surgical techniques and medical devices. It focuses on gastrointestinal and bowel research and aims to provide a working model which can be replicated in any other disease areas.

The National Bowel Research Centre is home to a unique, state-of-the-art human tissue laboratory which enables research with human tissue taken with patient consent from Barts and the Royal London Hospitals.

Bowel & Cancer Research funds research all over the UK, supporting new ideas and approaches to bowel cancer and other bowel conditions, and our future experts through a dedicated PhD funding programme. The charity involves patients and the public in its research and that of its partners, and runs campaigns to raise awareness of bowel disease and challenge taboos.

Bowel & Cancer Research was founded in 1990 by Professor Sir Norman Williams B, MS, FRCS, FMedSci.
Website: www.bowelcancerresearch.org

HEY SMILE FOUNDATION

The HEY Smile Foundation is a registered charity (1125856) and is the go-to charity for businesses and voluntary groups, who require support in community engagement across Hull and East Yorkshire.

Smile's work covers:

- In-depth support to charities to enable their sustainable future
- Utilising the wide range of funding, resources skills and time which businesses have available for their communities
- Delivering a range of core services to charities from short breaks to a library service of equipment and resources for charitable use
- Delivery of Charity Surgeries which enable the voluntary sector to have one central point for support services in Hull and East Yorkshire

Website: www.heySmilefoundation.org

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JOIN THE CELEBRATION
www.celebrate200.co.uk

ABOUT IDEAL STANDARD

Ideal Standard International is a privately-owned company manufacturing bathroom ceramics, taps and fittings, fixtures and accessories providing innovative solutions for the residential, commercial and healthcare sectors. It operates across a portfolio of brands, among them industry leading brands Ideal Standard, Armitage Shanks, Porcher, Sottini, Ceramica Dolomite, or Vidima. The Group is headquartered in Brussels, Belgium and operates in over 30 countries and regions employing almost 9,500 people and works with world-class designers to develop innovative products using the latest technologies.