

BNI PRESS RELEASE

For immediate release

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BNI support buys bicycles for Crossroads - Caring for Carers

The Jack O'Newbury chapter of business networking group the BNI have presented a cheque for £300 to Crossroads, the West Berkshire based charity that provides care for carers, which will be used to buy bicycles for their holiday home in Minehead. The money was raised by the Newbury BNI chapter from the proceeds of a weekly raffle held during their Friday breakfast meetings.

Rachel Smyth, Deputy Manager of Crossroads was presented with the cheque by Emma Smith chairman of the BNI chapter. Rachel explained to the group what a difference the donation would make to the charity, "Crossroads exists to provide care for carers, giving people caring for a disabled relative some respite and relief in their own home."

"Last year we were able to buy a holiday home at Butlins in Minehead, which means that the whole family can now enjoy a break – often this is the first ever holiday they have been able to take. We are delighted to accept this donation from the BNI which will be used to buy some bicycles for the holiday home to help ensure that each stay is a fun and special experience for the families staying there."

Alan May, Charity Co-ordinator for the BNI Chapter commented, "The motto of the BNI is Giver's Gain, where we share business opportunities and referrals between the members. I am pleased to say that this motto also extends to supporting local charities such as Crossroads. At the cheque presentation, Rachel explained to us that Crossroads also take small groups of children with special needs to the holiday home giving their families and siblings some respite. This also allows the carers at Crossroads to spend individual time with these children to help with their development. And what could be more rewarding than teaching a child to ride a bike!"

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About the BNI

Being active in BNI is like having up to 40 sales people working for you, because your fellow members will be carrying your cards and referring your business to people they meet, without you having to pay them any salaries or commission. Successful businesses depend on 'word-of-mouth' marketing as the best form of promotion there is.

BNI provides a structured, supportive, business environment in which local business people can get together to network, learn valuable new marketing skills and develop the strong personal relationships that lead to trust and the consequent generation of significant business for each other.

The Jack O'Newbury BNI meet every Friday between 6.45 and 8.30am at the Newbury and Crookham Golf Club.

For more information contact:

Chapter Chairman: Emma Smith – emma@dstressxpress.co.uk

Chapter Growth: Lucy Venables – lucy@redprosper.com

About Crossroads

The Crossroads charity was set up nearly 20 years ago to provide care for carers in West Berkshire. They provide support for all ages of carer and all disabilities, putting respite care into the home. This free service allows the carer to take a few precious hours to go shopping or run errands, have some essential personal time or just take a few hours of sleep without having to worry about the relative they care for. Crossroads also work with children with special needs and learning disabilities helping with their development and social skills as they grow up. In 2006 Crossroads acquired a holiday home in at Butlins in Minehead to enable families to go on short holidays and often enabling children to enjoy their first ever holiday.

For more information contact:

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