



BNI Press Release

For immediate Release: 26 June 2008

BNI breakfast networking helps ensure a Rapid Response

Meeting at 6.45am to talk business may not be the most obvious way to help charity. However, the West Berkshire Rapid Response Car was recently presented with a cheque for £400 by the Jack O'Newbury chapter of the BNI breakfast networking group, from the proceeds of their weekly charity raffle.

Members of the Jack O'Newbury BNI group, who meet early every Friday morning to network with other local businesses, are keen to extend the BNI philosophy of 'Giver's Gain' to charity. Chapter Director John Skelton explained, "Networking through the BNI is a powerful way for our 36 members to market their products or services and find new business opportunities. The BNI works on the principle of 'Giver's Gain', whereby if I give you business, you'll give me business and we'll both benefit in return, and we extend that principle to supporting local charity. The West Berkshire Rapid Response Car is a vital emergency service that we might all benefit from at some time in our lives, and we are delighted to present the cheque to Neale Marney and his team to help keep the fleet on the road. Keep a look out for the BNI logo on the side of one of the cars!"

"We are delighted to have the support of BNI. The WBRRC relies on donations from individuals, businesses and organisations like BNI to ensure that our four cars remain maintained, safe and on the road saving lives," commented Neale Marney, MBE, Chairman of the WBRRC. "Last year the WBRRC attended over 650 incidents in the West Berks area, proving it is a vital service to our community."

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Photo caption: Neal Marney from WBRRC thanks Lucy Venables from Jack O'Newbury BNI for their donation.

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:

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