



3 September 2009

A chance to hold the Carling Cup for charity

Shoppers in Burton on Trent will have a chance to raise the Carling Cup thanks to Carling brewer, Molson Coors (UK) Ltd.

Directors and senior managers from across Molson Coors in the UK have been set a challenge to raise money for learning disability charity Mencap, the company's corporate charity partner, during Mencap Mega Week from 7 to September.

The Communications team from Molson Coors (UK) Ltd will be at the Octagon Centre in Burton on Monday 7 September from 10am with the Carling Cup. Burton Albion players and manager, Paul Peschisolido, will be at the centre from 2pm to 3pm.

For a donation, shoppers can come along and have a photo taken with the Carling Cup and Burton Albion players or even get a personalised Burton Mail front page printed. Burton Mail will also feature people from the day in a future Tuesday supplement, All of the money raised will be donated to Mencap to help support people with a learning disability. Plus everyone taking part will be entered into a free prize draw to win a pair of Carling Cup Final tickets and a signed shirt from the Burton Albion team.

Communication Manager, Sherrie Rowlands, said: "There's a wide variety of events going on throughout the week and we just wanted to do our bit towards the fundraising goal. Thanks to our community partners, Burton Mail, Burton Albion and the Octagon Centre for their support to make this happen."

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Brenda Mobbs, Corporate Fundraising Manager at Mencap said: "This unique opportunity allows everyone to be a winner. Football fans have the chance to hold the iconic trophy, and donations will help Mencap support people with a learning disability to develop skills,

gain confidence and become actively involved in their communities. We are very privileged to be Coors charity of the year."

Around 20 Molson Coors teams from across the UK will be taking part in a series of events during Mencap Mega Week, competing to raise the most amount of money for the charity. This follows last year's successful Mencap Day in November when Molson Coors employees raised £50,000.

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Notes to editors:

- Mencap works with people with a learning disability and their families and carers.
- 1.5 million people in the UK have a learning disability.
- A learning disability is caused by the way the brain develops before, during or shortly after birth. It is always lifelong.
- Learning disability affects someone's intellectual and social development all their life. People with a learning disability find it harder than others to learn, understand and communicate.
- People with a learning disability don't get an equal chance in life. Mencap fights to change laws and services and to provide better access to education, employment and leisure facilities, supporting thousands of people with a learning disability to live their lives the way they want.
- It is not a mental illness and should not be confused with mental health issues. It is not dyslexia or Asperger's syndrome.
- It used to be called mental handicap but we don't use this term anymore because most people with a learning disability find it offensive.
- For information about learning disability issues please call the Learning Disability Helpline (England) on 0808 808 1111 or visit www.mencap.org.uk
- For online press information, go to www.mencap.org.uk/press