



4 September 2009

Molson Coors up the creek with a paddle

Employees from the sales team at Molson Coors (UK) in Burton on Trent will be canoeing the River Trent, and it's all in the name of charity.

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, during Mencap Mega Week in September.

The 'Big Paddle' team is five employees from MCBC (UK), including Nichola Smith, Ben Warner, James Winstanley, Darius Burrows and Gerry Simpson who will canoe 117 miles down the River Trent starting at the Humber Estuary on Wednesday 9 September and anchoring at Carling House in Burton upon Trent on Friday 11 September.

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

John Heynen, Molson Coors Sales Director, said: "The team has already raised £3,000 for Mencap for this event, and delighted to be raising so much money to help them support people with a learning disability. All of the teams within Molson Coors are very competitive, and last year we won the challenge to raise the most money. This and other events we are doing should go some way to keeping our hands on that crown!

Cont'd....

- 2 -

"The training's appears to be going well and I'm confident that the team can complete the challenge in three days."

Brenda Mobbs, Corporate Fundraising Manager at Mencap said: "Canoeing 117 miles will be very tough but we are delighted that so many Molson Coors employees have stepped up to the challenge. The money they raise will mean that Mencap can keep on supporting

some of the 1.5 million people with a learning disability living in this country. We wish them all the very best of luck.”

ENDS

For further information contact:

Sherrie Rowlands
Molson Coors (UK)
Tel: 01283 513482

Stacey Kerr
Mencap
Tel: 020 7696 6950

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