

MENCAP PRESS RELEASE

The sky's the limit for Burton-based Coors employee

A daredevil Coors Brewers employee from Burton is taking to the skies to experience the thrill of a lifetime whilst raising money for learning disability charity, Mencap.

Business Services Assistant, Joanne Finch, 31, will see the world from a whole new perspective as she freefalls from 10,000 to 5,000 feet before opening her parachute to glide safely through the clouds to earth.

Joanne is one of two Coors employees making the parachute jump – strapped to a British Parachute Association instructor – at speeds of up to 120 mph. She will raise £395 for Mencap by making her skydive.

Jo will make her dive on the weekend of 30 August, 2008. The money raised will help the charity to continue supporting people with a learning disability to live more independently.



Jo says that Coors' employees have also learnt a lot about how a learning disability affects somebody's life: "I have gained first hand experience of the work that Mencap does throughout our partnership. In the Business Services department Nicola Lane, who has a learning disability, has worked with us on a four week work placement. The placement has been arranged through the partnership with Mencap and Coors and she thoroughly enjoyed her four weeks with us meeting visitors and other Coors employees. "

Coors Brewers chose Mencap as their charity of the year in early 2007 and their employees have been taking part in fundraising activities connected to the partnership ever since.

To sponsor Joanne, you can visit her Just Giving website at:

www.justgiving.com/joannefinch

-ENDS-

Notes to editors

If you would like to set up an interview or photograph Joanne please contact Jaine Barry by email at: jaine.barry@mencap.org.uk or phone on 020 7696 5603.

- Mencap works with people with a learning disability and their families and carers.
- There are 1.5 million people in the UK with a learning disability.
- A learning disability is caused by the way the brain develops before, during or shortly after birth. It is always lifelong.
- People with a learning disability find it harder than others to learn, understand and communicate.
- People with profound and multiple learning disabilities need full-time help with every aspect of their lives - including eating, drinking, washing, dressing and toileting.
- 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.