

Banbury Guardian Article Prompts Website Sponsorship

The Banbury Guardian article about Team Attitude at Altitude's trek to Kilimanjaro in aid of Breakthrough Breast Cancer, moved Chipping Norton Internet marketing specialists, WEB-right (www.web-right.co.uk) to offer its support. The company has pledged to create a 7-page website, complete with professional copywriting, to help spearhead the Team's fundraising efforts. The website, www.twin-peaks.co.uk is expected to be live by Friday 14th August.

The website will provide information about the Team's fundraising and training, the work of Breakthrough Breast Cancer, and sponsors' details. In addition, the site will contain a live link to the Just Giving online donation page, and visitors will be able to sign-up to receive regular newsletters from the Attitude at Altitude team.

The site is being created by WEB-right's director, David McCarthy. He describes the website as being "very pink, fun and funky". All the copy is being written by fellow director, Joy McCarthy, who heads the company's copywriting team. The website will encourage people to organise fundraising events by providing PDF downloads of fundraising ideas, sponsorship forms, and Gift Aid forms for UK tax-payers.

Joy McCarthy of WEB-right was employed in the charity sector for several years in the 1990s. She has given the Team some advice on fundraising and marketing themselves, as well as helping promote their appeal online. She is also using her networking contacts to help generate support for Team Attitude at Altitude amongst local businesses.

Joy McCarthy comments, "When we saw the article in the Banbury Guardian, we had to help. In recent years 4 friends of mine have died of breast cancer - all of them in their 30s and 40s. It is a devastating disease. Our skills lie in helping companies market themselves on the Internet, and

exactly the same methods can be used to help Deb Hunt and her team's fundraising appeal. We're enjoying working on the Twin-Peaks website and it's great to be involved in fundraising again, especially for such an important cause."

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Notes to Editors

WEB-right (www.web-right.co.uk) is based in Chipping Norton and provides websites and internet marketing services for small and medium-sized businesses.

WEB-right is a trading name of IDEAS-right Ltd. The company also trades under the name WORD-right: the company's professional copywriting division. Director Joy McCarthy is a qualified copywriter and is a tutor with the Institute of Copywriting

WEB-right recently sponsored the website for the Chipping Norton Lido Auction of Promises held in July this year. The site attracted nearly 2,000 visitors in the 2 month run-up to the auction.

Team Attitude at Altitude's website will comprise of 7 main pages:

1. Home
2. About the Team
3. About Breakthrough Breast Cancer
4. A Corporate sponsor page
5. Fundraising events
6. A picture gallery
7. Blog

PDF downloads will be available to help supporters raise money for the cause. A 'holding page' is currently showing at www.twin-peaks.co.uk.

The website URL, www.twin-peaks.co.uk was selected as a play on the subject of breasts. It also represents the two challenges faced by Deb Hunt and her team: the raising of £20,000, and the training and endurance needed to undertake the trek up Kilimanjaro.

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