

Good Garage Scheme turns up the volume of BEN charity

The Good Garage Scheme presented a set of wireless microphones as a gift to the Coventry day care centre of BEN the automotive industry charity at the end of last month.

They have also helped in raising the charity's profile via their social media outlets. With over 3,000 member garages, and tens of thousands of website hits each month, the Good Garage Scheme has proven a valuable channel for BEN to make itself known.

Funds were raised in July to buy the day centre their chosen donation through an office summer beach party as part of National BEN week. It involved staff at the Good Garage Scheme Head Office dressing up in beach clothes and having a picnic lunch.

Lynn Walker, Day Centre Manager said: *"It was a pleasant surprise when we found out we were getting a donation, we knew of the Good Garage Scheme but it was a shock to get something like this offered to us out of the blue. We are very grateful, as the microphones will be invaluable to us due to the fact they are wireless and aren't restricted to where they travel. They will also help us to project our voices to residents who are hard of hearing during activities."*

Anndi Sheppard, marketing manager at the Good Garage Scheme, made the presentation on 29th September. She said: *"We were able to see first hand the great work that the Arthur Wilson House (Coventry day care centre) do. The staff do so much for the residents there, and it makes you want to help all you can."*

BEN is the UK's only dedicated charity that helps those who work or have worked in the automotive industries. The Good Garage Scheme are keen to support the positive work they do which encompasses a variety of practical methods such as support, financial and emotional advice and care centres to better the lives of those in their care.

Kelly Neal, Events Manager from BEN said: *"We are very grateful to the Good Garage Scheme for taking part in our National BEN Week campaign. They have helped in promoting BEN to all their members. Good Garage Scheme is a great BEN ambassador and they always help us promote the work of BEN and raise brand awareness in the industry. We look forward to our continued work with them."*

Gary Lillistone, Bridge PR on tel: 024 76 520025, email: garyl@bridgepr.co.uk

Anndi Sheppard, Forte Lubricants a division of ITW Ltd, on tel: 024 76 472649