

Helmore's' office manager to cycle length of Great Britain for children's charity

George Clover, office manager at Helmore's, **team** estate agent in Crediton, Devon, will get on his bicycle saddle on 21st May 2011 to embark on a journey of nearly 1,000 miles for charity.



With Helmore's as his main sponsor, George is taking part in the most gruelling cycling challenge the UK has to offer; riding the length of Great Britain, from Lands End in far West Cornwall to John O'Groats, the furthest most northerly point in Scotland, to raise vital funds for Action Medical Research - a charity for babies and children, which has been behind numerous medical breakthrough's including the UK Polio vaccine, ultrasound scanning in pregnancy and more recently the foetal heart rate monitor – a new state-of-the-art device that could help save the lives of thousands of at-risk babies.

George enjoys many sports, especially rugby (although watching more than playing these days) and running, and cycling has always been a regular part of his life – but only really as a mode of transport. He said: "What started as a 'get-fit' campaign has resulted in me signing up for one of the UK's most demanding endurance challenges. I wanted to get fit again, not just physically but mentally too, so I started researching various opportunities.



"I discovered last year during the Great West Run of 13 miles that I'm not really a runner, so cycling had to be top of the list and I wanted to set my sights high, therefore there was only one route to take. That's when I found Action Medical Research – the work these guys have been doing for almost 60 years for babies and children is admirable, the discoveries they've made are astounding and supporting such an organisation has certainly helped boost my motivation to succeed."

The challenge will take George on a journey of nearly 1,000 miles in the saddle, to be completed in a target of just nine days, which means he needs to cover an average of 115 miles per day for each of the nine days. George will be spending upwards of 6,000 calories per day, which he sees

as a great excuse to eat, and will need to pedal for more than seven hours per day, averaging over 16mph to achieve his goal.

George added: "It will be tough but I need to succeed in order to raise vitally important money for the children, it's all about the children! A big thank you to everyone who has pledged and is supporting me in this, with a special thanks to Rob Stoye and Phil Morgan, my bosses at Helmores, who have exceeded my hopes of sponsorship, been very supportive and will be doing a lot more to help raise the profile of the ride in the coming months. The other staff are involved now too!"

George invested in an indoor training bike in January and is busy organising local fundraising events to further increase awareness of the ride and the charity, including an evening of food and beer with a movie in the 'cinema room' at The Lamb Inn in Sandford on Friday 4th March.

To pledge a donation, for updates on George's training, fundraising events and information on the progress to achieving his target of £2,000, log into his sponsorship page at www.action.org.uk/sponsor/georgeclover.

For further information or for property-related enquiries, pop into Helmores at 117 High Street in Crediton or call the office on 01363 777999. To browse property for sale with Helmores, visit www.helmores.com

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Digital images are available from bubblepr@mac.com

Notes to editors:

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK, with hundreds of members. Westcountry **team** covers Cornwall, Devon and West Dorset, and consists of 63 members at this time, all of which work together to sell property for clients, and are actively committed to their nominated charity, Macmillan Cancer Support. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

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