

Press release – 12<sup>th</sup> February 2010

## Christmas success takes Woody Bear on tour to boost Spring Appeal for Children's charity

The Woody Bear Appeal hosted by Wood's, **team** estate agents and auctioneers in Newton Abbot, in the lead up to Christmas was extremely successful with over 250 fluffy Woody Bears and more than £80 in cash shared between children's charities for Christmas.



For every valuation carried out by the popular and well-established agency – in both its sales and lettings departments – a bear was donated to the appeal, and the real life-size Woody collected the cash during his appearances at late-night shopping sessions in the town.



And it's not only the life-size Woody that's been making appearances. Wood's very own office Woody Bear has been on his travels – Cyprus, London, Paris and even Florida – but not yet New York! Where's Woody, a photo gallery of Woody on his travels features on Woody's web site, [www.woodybear.co.uk](http://www.woodybear.co.uk), so if anyone would like to take Woody on a new, exciting adventure, contact Sarah at the Wood's office.

The Woody Bear Spring Appeal is being launched this week. For every sales and rental valuation carried out by Wood's between now and the beginning of May, the agency will donate a Woody mug filled with chocolate eggs to Families for Children. Once the appeal has ended, Woody will head off to hide the chocolate-filled Woody mugs for the lucky children to find in a fun and exciting Families for Children chocolate egg hunt, date to be confirmed.

Fluffy Woody Bears are due to go on sale at [www.woodybear.co.uk](http://www.woodybear.co.uk). Sarah Thomas, co-ordinator of the Woody Bear Appeal at Wood's in Newton Abbot, urges everyone to buy a bear. She said: "The little Woody's aren't just fluffy bears, they represent the support of children who need it. All profits will be donated to The Woody Bear Appeal and shared between Woody's chosen children's charities, so those buying a Woody for a loved one are also giving something to another child too. We're looking forward to the chocolate egg hunt, I think Woody will have a ball, hiding all those eggs and the children will love hunting them out!"



For further information, to arrange a no-obligation valuation or to view a property for sale with Wood's, **team** estate agents and auctioneers, contact the Newton Abbot office on 01626 336633 or pop into any branch of The Wood's Group.

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**In the photographs:** Woody Bear with Sarah and Joyce in the Wood's office; Woody Bear at the Arc de Triumph; and Woody Bear with Sarah Thomas. Plenty more are available.

**Digital images are available from [bubblepr@mac.com](mailto: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 70+ 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.

**For further information, please contact:**

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