

Brains' Captains Climb contribution tops £50K

A fundraising effort led by 15 former captains of Wales has been bolstered by Welsh brewer and pub operator S.A Brain and Co Ltd. The company has contributed more than £50,000 to the 'Brains SA Captains Climb' since coming on board as headline sponsor last summer.

The former captains, along with Wales coach Warren Gatland, will set off on their attempt to summit Mount Kilimanjaro on Monday 6 September, and with an overall target of £1million for the Stepping Stones Appeal Brains' contribution will go some way to helping them achieve it.

The climb is the brainchild of WRU photographer Huw Evans, whose wife Sue was diagnosed with non-smoking related lung cancer in 2008. All money raised will go to the Stepping Stones Appeal at Velindre Cancer Centre in Cardiff.



To celebrate Brains' achievement six of the climbers paid a visit to the Cardiff brewery. Warren Gatland was joined by former captains Eddie Butler, Bob Norster, Paul Thorburn, Rob Jones and Andy Moore.

Richard Davies, Sales and Marketing Director at Brains said: "The money has been raised through a combination of sales of our specially brewed 'Up and Over' charity beer, various pub events and head office fundraising. Our staff and customers have really got behind the charity so thanks must go to them for their support."

Andrew Morris, Head of Fundraising at Velindre said: "The contribution Brains have made to Velindre Cancer Centre's Stepping Stones Appeal is staggering – they have

been heavily involved throughout the whole project, producing a special beer, helping with venues to host Information events, and each of the Captains has been adopted by a Brains pub. As well as contributing a magnificent £50,000, Brains have made a massive contribution to help raise the profile of lung cancer research”

You can still support you favourite Captain by visiting www.justgiving.com/brainssacaptainsclimb, or you can make a £2 donation by texting CLIMB to 70099, you will be charged £2 plus 1 message at your standard network rate. Velindre will receive a minimum of £1.72 from each message.

The Captains will be taking on this grueling challenge to raise funds for the Stepping Stones Appeal, which is raising money for lung cancer research at Velindre Cancer Centre. Lung cancer is the most common form of cancer death in Wales and it is estimated by 2015 there will be a 30% increase in the most common forms of cancer in Wales. Although lung cancer is the most common form of cancer death in Wales, lung cancer research has been relatively poorly supported compared to other higher profile forms of cancer.

