Combatting Cancer by Making a Real Difference

Monday 4 July, 2016

Cancer is ubiquitous in modern society. The word conjures fear and dread and by 2020 it is anticipated that 1 in 2 people will be directly affected by this disease.

There are countless charities and causes raising money for research but how many causes raise money for projects which are tangible, intrinsic and make a visible difference in people lives immediately?

4Challenge was the brain child of Jon Thornhill of ASK4 Broadband who, working in conjunction with Weston Park Cancer Charity, created this monumentally challenging cycle tour, one that would make even the most hardened cyclist wince.

In 2015 Jon and the team, consisting of ASK4 staff, friends, sponsors and associates, raised over £30,000 for the Weston Park Cancer Charity. This year they were riding to raise funds for the hospital's Complementary Therapies Project.

The objective for complementary therapy is to bring some semblance of "normality" into an abnormal situation and to help patients to process a life changing event. Therapies include Massage, Hypnotherapy or Acupuncture the projects and they really do make a difference. In one patient's words "The Cancer Support Centre has been like an oasis for me, both during and after my treatment."

This year the 4Challenge team set out to ride from Edinburgh to Sheffield covering a distance of over 300 miles. Starting on Thursday the 23rd of June and finishing Monday 27th of June all the riders and support team were welcomed at Weston Park, Sheffield by friends, family and supporters. In rider Adam Tufnell's own words "it was emotional. There were some amazing highs and some real lows where everyone had to dig deep."

Inspired by the monumental effort and the cause, BHI Workwear offered their backing by providing the support team, friends and families with T-Shirts displaying the inspired Rubik's Cube kit design which was created by Hinde House School's very own Lewis Duffin whose grandfather was treated by Weston Park Hospital over 18 years ago. Lewis explained "The Rubik's cube idea not only looks good but it also represents everything fitting together and the numerous ways staff at the hospital went about trying to treat my Grandad's cancer."

BHI Workwear also wrapped the two support vans in the Rubik's Cube design complete with donation information so everyone following the riders were left in no doubt as to why they were being "held up" and gave them time to donate after they had safely pulled over.

Grant and Iain Martin of BHI Workwear we're inspired not only by the impressive challenge but also by the fundamental positivity of the cause. Iain stated "The very fact you can see the difference 4Challenge and the Complementary Therapies Project makes in people lives is impressive, it's not like paying into a pot or research fund where you have no oversight of where the money goes. With this you can see and feel the difference this makes in people's lives."

There are seldom opportunities to make a real difference in so many peoples lives.

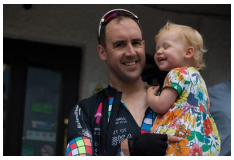
Be that difference in someone's life, please donate here.

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