

Park Plaza Leeds Takes On Abseiling Challenge To Support Cash For Kids Charity

Thursday 11 July, 2013

Paul Rogers, General Manager at Park Plaza Leeds has teamed up with 96.3 Radio Aire and Magic 828's Cash for Kids charity to raise funds for children in Leeds living with cancer by setting up an abseiling challenge down the 20 storey Park Plaza Leeds hotel, the fourth tallest building in Leeds and the tallest hotel in Yorkshire.

Starting at 10 am on Saturday 17 August 2013, the event is organised with the support of the UK's leading abseiling experts Rock & Ice and is open to any daredevils that wish to experience a 77 metre abseil while enjoying stunning city views. The minimum age to join is 14 years old* and the minimum donation required to qualify is £100 per person submitted by the 12th August. The first ten people raising more than £200 each will win an overnight stay for two at Park Plaza Leeds on 16th August**. To register for a space, view the full terms and conditions and further information on how to fundraise online please visit: www.parkplaza.com/we-care/leap-of-faith

Taking on the brave challenge for an adrenaline rush and a good cause will be organiser, Paul Rogers and his team as well as Paul Hays, mid-morning presenter on Radio Aire. "I am very excited to be taking on this challenge as another way to give back to the youngest members of our community. I am delighted that many members of my hotel team, our corporate office colleagues and our media partners have embraced the abseiling and we are looking forward to raising a great amount for this fantastic cause" Paul Rogers commented.

Park Plaza Leeds is an active contributor to the community and has a strong Corporate Social Responsibility policy aiming to actively engage and participate in charitable activities throughout the year. As part of 96.3 Radio Aire's Cash for Kids Day the funds raised from this abseil event will be donated to CLIC Sargent, the UK's leading cancer charity for children and young people supporting them and their families. 96.3 Radio Aire's Cash for Kids is part of a network of charities that raises millions of pounds for children in local communities across the UK and this year dedicated the funds to CLIC Sargent.

Stephanie Ledigo, Cash for Kids Charity Manager added "Radio Aire's Cash for Kids is really pleased to be the beneficiary of this thrilling challenge, at one of the top hotels in Leeds. It is really encouraging to see an international organisation such as PPHE Hotel Group, being so committed to supporting charities in the local communities in which it operates. This fundraising activity will help us to support even more children in our community to live life to the full and achieve their potential."

To sign up and for more information on the event, please visit www.parkplaza.com/we-care/leap-of-faith

For additional information on Park Plaza Hotels & Resorts' charity support and Corporate Social Responsibility Policy, please visit www.parkplaza.com/we-care and www.pphe.com/corporate-responsibility

*T&Cs; to abseil

The minimum age to enter the challenge is 14 (parental consent will be required until the age of 18). Minimum sponsorship/amount raised in order to participate in the abseil challenge £100, by the 12th August. Fundraisers will have to set up their own donations page online. For the full terms and conditions, please visit www.parkplaza.com/we-care/leap-of-faith

** T&Cs; - overnight package prize, when raising over £200

The first 10 fundraisers to reach £200 or more will need to notify the Cash for Kids charity and must be able to prove the amount in order to win an overnight stay for two in a Superior Room at Park Plaza Leeds. This is a room only prize for a one night stay on the 16th August 2013. Prize cannot be changed or transferred. No cash alternative available. Please contact: Amy McMillan amy.mcmillan@radioaire.co.uk / 01132835529

- Ends -

For more information about Park Plaza Leeds and this event, please contact
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Related Sectors:

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For more information on Rock and Ice, please visit www.charityabseils.com/

For more information about Cash for Kids and the events, campaigns and children they support please
www.radioaire.com/cashforkids www.magic828.co.uk/cashforkids

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NOTES TO EDITORS

Park Plaza Leeds is a four star contemporary hotel, located on Boar Lane in the City Square offering 187 recently refurbished stylish guest rooms and suites, including City View Executive Rooms boasting spectacular views over the city. The hotel also benefits from a brand new on-site gym, free Wi-Fi, a business centre as well as 11 meeting rooms and the award-winning Chino Latino Pan-Asian restaurant and Latin cocktail bar.

For more information regarding Park Plaza Leeds and Chino Latino visit www.parkplaza.com/leeds and www.chinolatino.eu/leeds.

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About Cash for Kids:

- Cash for Kids is the cause related marketing arm for the Bauer Media network of local radio stations.
 - In 2012 Cash for Kids supported over 700,000 sick and underprivileged children in local communities across the UK.
 - Bauer Radio's Cash for Kids raised over £11 Million in 2012.
- Bauer Radio's Cash for Kids Charity 1122062??

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