

## MEDIA INFORMATION

Monday 14<sup>th</sup> May 2007

The Number UK becomes major sponsor  
for charity 2CV Tour

118 118 supports 'Rosbifs & Snails' event in aid  
of Air Ambulance



The Number UK is to be the major sponsor of the 2007 'Rosbifs & Snails' Route du Soleil event – a charity car tour to the South of France in aid of the Thames Valley & Chiltern Air Ambulance.

On Saturday 23<sup>rd</sup> June, seven teams of two businessmen from the Thames Valley area will depart from Marlow, Bucks, in old Citroen 2CV's that cost no more than £777 each. They will head for Paris and then on to the South of France via the route that the N6 and N7 previously took before being declassified and replaced by the Autoroutes. The tour arrives in Monaco on Friday 29<sup>th</sup> June after a journey of 1000 miles.

The aim of the Tour is to raise in excess of £75,000 for the Thames Valley & Chiltern Air Ambulance Trust. As well as providing a car, each team is expected to raise a significant amount for the cause via personal sponsorship. 118 118 has made a significant contribution to the fund, and as such each car will be branded 118 118, with the drivers dressed in the trademark 'mullet' wigs, moustaches and 118 118 race suits.

The branded cars (and the 118 Boys) will make their first appearance at the Marlow May Fayre on Saturday 26<sup>th</sup> May, and then at the Marlow Town Regatta and Festival on Saturday 16<sup>th</sup> June. The tour will then leave the Compleat Angler Hotel in Marlow at 9.00am on Saturday the 23<sup>rd</sup> of June.

Commenting on the sponsorship, Richard Lambert, Tour Secretary said:

"The idea of the tour started in the pub but has gained a life all of its own. We now have a major sponsor and expect to raise a significant amount of money for the Air Ambulance. It's a great cause and the backing of 118 118 means a huge amount to us."

Mark Horgan, CEO of The Number UK commented:

“As soon as we heard of the Tour we knew it was something we had to be involved in. It’s such a great idea, and a really enjoyable way to raise much needed funds for an excellent cause. Those involved are investing a lot of their own time and money in this event, and the least we could do is help out with a contribution. We wish them luck – having seen the cars I think they’ll need it!”

The Tour website at [www.rosbifsandsnails.com](http://www.rosbifsandsnails.com) includes information on the cars and tour and will shortly also have a link to a Blog which will be kept up to date as the tour progresses. The tour logo can be downloaded from the website.

For further information please contact David Hudson on: [press@rosbifsandsnails.com](mailto:press@rosbifsandsnails.com).