

UK EMPLOYEES PEDAL ACROSS ENGLAND FOR CHARITY

Six Avnet employees in the United Kingdom recently joined 27,000 other cyclists to ride



55 miles from London to Brighton to raise money for the British Heart Foundation. Hayley Bird, Will Bloomfield, Laurence Dellicott, Thomas Mclellan, Mark McKrell and John Reeves raised a total of \$6,000 by soliciting sponsors – including suppliers and coworkers.

Laurence, a technical marketing manager for SILICA UK, emailed suppliers to let them know about the online sponsorship program run by the British Heart Foundation and also discussed it with them when he saw them at meetings. His efforts paid off – Intel,

Freescall, NXP, Micron, STMicroelectronics, Texas Instruments and Xilinx all contributed to the cause by sponsoring him.

More than 20 of Laurence’s SILICA coworkers also donated to the British Heart Foundation in support of his ride. The \$2,000 he raised doubled the goal he set.

Laurence rode in style, wearing a SILICA jersey and shorts from SILICA’s charitable purchase program, which not only offers employees cycling clothes at an excellent price, but also donates the revenue to a nonprofit organization.

In addition to getting the SILICA brand out, Laurence says he enjoyed doing the ride with fellow Avnet employees. “The ride was a great way to get fit and raise some money for an important charity in the UK,” says Laurence. “We entered as a team, traveled to the event together and then all met up at the end.”

Of course, Team Avnet couldn't have done it without a getaway man and car – in this case fellow employee Franco Cataldo, who drove a mini bus to transport the team and their bikes to and from the ride.