

**News release**

21st March 2016

**Sponsorship Deal Offers a Sporting Chance**

**Leading direct marketing and lead generation agency** [**Communication Avenue**](http://www.communicationavenue.com) **is championing sporting prowess with a sponsorship deal with Suggy’s Gym.**

The family-run gym, on Castlegate Newark, is the training ground for Chad ‘2 Slick’ Sugden (21) from Newark, who is due to make his Super Middleweight pro boxing debut at Walsall Town Hall on Saturday 19th March.

As well as enabling Chad to concentrate on his professional boxing career, the funding will allow him to continue his work with local school children and young people with behavioural problems and learning difficulties.

Chad leads inspirational sessions, providing advice about how he channels his energy into discipline, respect and fitness, at Bishop Alexander LEAD Academy, Farndon St Peter’s C of E Primary School and William Gladstone C of E Primary School.

Phil Lightfoot, Managing Director of Communication Avenue, said: "I'm really pleased that we’re sponsoring Suggy's Gym and Chad as he launches his career in professional boxing.

“His drive to act as a positive role model and give something back to the local community aligns with our own ethos and inspired us to invest in his journey.

“Chad is able to offer a lifeline to young people and give them an insight into what they can achieve if they set their mind to something.”

Communication Avenue staff are making use of the expertise available at Suggy’s Gym as they prepare for a Tough Mudder taking place at Belvoir Castle on 14th May.

Head Coach Dean Sugden (47) from Newark has agreed to help the team as they prepare for the challenge ahead. He said: “Chad and I are very excited about working with Communication Avenue.

“Phil and his team are very passionate and ambitious and that is something that is echoed here at Suggy’s Gym. We’ll get them in shape mentally and physically so they’re ready to take on anything during the Tough Mudder.”

For more information about Communication Avenue please visit: [www.communicationavenue.com](http://www.communicationavenue.com)

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**Notes to editors:**

* Communication Avenue, based in Newark, Nottingham was established in 2005.
* Communication Avenue is a leading provider of cost effective and ROI centric direct marketing solutions and lead generation services to the UK’s most well-known brands and wider direct marketing industry.
* Its multi-channel product suite or ‘Leadfolio’ generates over 24 million fresh, verified and relevant consumer leads each year for its clients; enabling them to engage, communicate and target new consumers directly or via Communication Avenue’s online, telephone, direct mail and email platforms.
* Clients include Fiat, EE, Wowcher, Virgin Media, Ladbrokes, Jeep, Hotels.com, Thomas Sanderson and Anglian.
* For more information visit [www.communicationavenue.com](http://www.communicationavenue.com/)

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