**News release**

26th August 2016

**Shooting Star Seven Complete Charity Challenge**

**To mark a decade in business the Shooting Star team have completed a marathon distance each to raise money for the Lincolnshire Carers and Young Carers Partnership (LYCYP).**

Yesterday (Thursday 25th August), the Shooting Star team met at the Sports and Fitness Centre at Bishop Grosseteste University to complete their marathon 181-mile challenge by running, rowing and cycling the final 60 miles.

The group, made up of PR and marketing professionals, donned their gym kits and quickly set about clocking up their individual 10 miles.

Each member of the team had already completed the first 16 miles of their personal challenges alongside their usual commitments.

The agency’s Account Director Sarah-Jane Freni, who manages the Shooting Star office in Bristol, did her bit by cycling the length of the Bristol to Bath railway path and back.

“Most businesses would happily celebrate their 10th anniversary with a party, but we wanted to do something different, which is why we set ourselves this challenge to raise £1,000 for our charity of the year.” said Kate Strawson, Director at Shooting Star.

“Usually we provide a local charity with free PR and marketing advice for a year and host an annual chippy quiz to help raise funds. But this year we really wanted to give something more and the team were happy to get involved.

“Inspired by the Rio Olympics we decided to travel the distance between our two offices in Lincoln and Bristol during August, which coincidentally worked out at a marathon distance for each of us.”

Jez Ashberry, Director at Shooting Star, added: “I’m really proud of how everyone has got stuck in. It’s been great to see the team supporting one another as we chalked up the miles, and a fantastic way to celebrate 10 successful years in business.

“A sincere thank you has to go to everyone who has donated so far. We’ve managed to collect over £400 so far, but there is still time to donate!”

The LCYCP, based in Lincoln, signposts people of all ages who provide unpaid care to essential information and support while also representing the voice of carers through a range of projects and initiatives.

To donate, visit the Shooting Star Challenge JustGiving page: [crowdfunding.justgiving.com/shooting-star-charity-challenge](https://www.justgiving.com/crowdfunding/shooting-star-charity-challenge)

**Ends**

**Notes to Editors:**

* Shooting Star was founded in 2006 by Kate Strawson and Jez Ashberry and became incorporated as a company limited by guarantee in 2007.
* The agency has offices in Lincoln and Bristol and works for public and private sector clients across a wide range of sectors including technology, education, childcare, hospitality and tourism, property, finance, retail and manufacturing.
* It offers a full range of PR, marketing, digital media and editorial services and is a Quality Assured supplier on the East Midlands Service Provider Register [www.embrokerage.com](http://www.embrokerage.com)
* Each year the agency provides free advice and expertise to a charity or not-for-profit organisation which would not otherwise be able to afford ongoing PR.
* Shooting Star won a gold award in the STEM Campaign category and a silver award in the Community Relations Campaign category at the 2015 [CIPR Pride Awards](http://www.cipr.co.uk/content/awards-events/pride-awards/yorkshire-and-lincolnshire) (Yorkshire & Lincolnshire).

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