



PRESS RELEASE

NOAH Enterprise

141 Park Street, Luton, LU1 3HG, 01582 728416

www.noahenterprise.org

Main contact for further information

Kirsty Fountain, 07979 892249

kirsty.fountain@hotmail.com

Alternate contact

Ivor Beamon, 01582 548061 / 07816 518677

ivor.beamon@luton.gov.uk

10 March 2010

FOR IMMEDIATE RELEASE

New Homes Manager's Coast to Coast Challenge for Luton's Homeless

On 31st August 2010 New Homes for Luton manager Ivor Beamon will be setting off on a 12 day, 1,000 mile cycle challenge to raise in excess of £5,000 for local homeless charity NOAH Enterprise. The journey will take Ivor from Lands End in the extreme south-westward point of England to John O'Groats at the extreme northern point of Scotland.

The iconic Lands End to John O'Groats ride will be Ivor's 7th cycle challenge in 3 years, and his most ambitious to date in terms of both distance and total fundraising target.

Ivor came into contact with NOAH Enterprise through his work as Housing Project Manager for Luton Borough Council's New Homes for Luton Programme. Inspired by NOAH's work with homeless and vulnerable people, Ivor decided to undertake the 1,000 mile challenge to raise funds for the charity.

Ivor said "the ride between the two ends of Britain is my way of offering my support to NOAH and the homeless and vulnerable people of Luton. My family and I have a permanent roof over our heads. Others are not as fortunate". Ivor plans to use the challenge to raise an additional £5,000 for national charity Action Medical Research and is meeting all challenge costs himself in order that every penny pledged to him in sponsorship goes to the charities.

Husband and father of 3 Ivor's previous fundraising achievements have included cycle challenges from London to Paris and London to Cannes, with a total of over £8,400 raised for good causes to date. For the past 3 years Ivor has kept in constant training and can often be seen pedalling around the Chilterns. It seems to run in the family, youngest child Ellis (8) recently made top fundraiser after completing a 12 mile sponsored pony ride to raise money to fight Breast Cancer.

NOAH Chief Executive Jim O'Connor said: "Ivor's willingness to undertake this very tough challenge is very inspiring and humbling. The money Ivor raises will make a very real difference to lives of homeless and vulnerable people in Luton and help us in our own challenge - building our new facility, the Luton Ark. For over 20 years we have offered a practical and holistic route out of homelessness from a range of well loved, but increasingly obsolete buildings across Luton. Our new facility, the Luton Ark, will enable us to offer our existing services under one roof and support more people with new services such as supported accommodation. The money Ivor raises will be a considerable help towards achieving this.

We wish Ivor all the best in his challenge and fundraising and would urge people to lend their support to his endeavour by sponsoring his journey."

Anyone who wishes to find out more about the challenge or sponsor Ivor can visit the NOAH website (www.noahenterprise.org) or visit Ivor's fundraising page on JustGiving (www.justgiving.com/ivor-beamon). Any cheque donations can be made out to NOAH Enterprise and sent to Ivor at Luton Borough Council, 2-12 Victoria Street, LU1 2UA