

11 October 2006

THE POLICY PARTNERSHIP RACES FOR CHARITY

Staff from The Policy Partnership, which provides strategic communications and public affairs counsel, raced in the 10km Nike 'Run London' race, raising £2000 for charity.

Five staff raced around Hyde Park on Sunday 8 October in support of Tomorrow's People, a national charity that helps the long-term unemployed find and keep a job.

Mark Hamilton, Researcher at The Policy Partnership was the quickest member of the staff team, finishing the race in 49 minutes, 53 seconds.

The Nike 'Run London' event was billed as North London versus South London. South London won on this occasion and The Policy Partnership was running in the South London team.

Andrew M. Smith, Managing Partner of The Policy Partnership said "My limbs are still aching from the race, but it was worth it. I was determined to finish the race, and delighted to be on the winning team. I'm glad that we were able to raise money for Tomorrow's People. I have seen first hand the excellent work that the charity does in helping people who have been unemployed for whatever reason, get their lives back on track.

Debbie Scott, Chief Executive of Tomorrow's People said: "Our thanks and congratulations go to the Policy Partnership for completing this grueling race and raising vital funds on our behalf."

The money raised will be used by Tomorrow's People towards its many programmes across the UK that help people out of long-term unemployment, welfare dependence or homelessness into jobs and self sufficiency.

-Ends-



Notes to Editors:

A supporting photograph is available upon request

Tomorrow's People

Tomorrow's People is a national charity that has helped change the lives of over 400,000 people across the UK who had been resigned to long-term unemployment and welfare dependency, since it was established in 1984. It engages with the people who are the hardest to reach by giving them one to one support in their own community, helping them find the right job and to keep it long term. On average, 76% of people helped by Tomorrow's People are still in employment 12 months on.

Policy Partnership

The Policy Partnership provides strategic communications and public affairs counsel by working in partnership with our clients. Partner driven, our approach to business ensures that our clients receive senior, strategic and above all consistent communications and public affairs counsel. We work with clients to help them meet their challenges within the media, political, regulatory, NGO and financial environments within which they operate, either in the UK or internationally.

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