

concession

NEWS

UPDATE

HELP FOR HEROES – FUNDRAISING DINNER EVENT 9TH NOVEMBER 2011



Cotton Traders recently held a fundraising dinner at The Mere Golf Resort and Spa in Cheshire to raise funds for the Help for Heroes charity.

The event hosted by Cotton Traders founder and former England Rugby Captain, Fran Cotton, was supported by the company's key business partners.

The Help for Heroes charity was founded by Bryn and Emma Parry in 2007 and it is now regarded as one of the most renowned in the UK.

Bryn Parry addressed the audience and provided a very moving account of the work the charity undertakes and the incredible difference it is making to the lives of wounded service men and women.

The audience was also privileged to hear from Derek Derenalagi about how he has rebuilt his life after being severely wounded in Helmand Province in July 2007. Derek spoke passionately about the help he has received from H4H. Derek has been nominated to carry the Olympic torch on its journey to London next year and he will be competing in the Paralympics. Derek's amazing story, of true determination in the face of overwhelming adversity drew a standing ovation from the fundraising audience.

Cotton Traders have been supporting the charity since 2010 and the money they raise through product sales and their charitable donations is used for immediate medical care and the long term recovery process.

The event that included dinner, auction and celebrity after dinner speakers (BBC Commentator Andrew Cotter and former England Rugby player Martin Bayfield) was attended by 480 guests and raised a significant contribution for the charity.

First Franchise has been working with Cotton Traders since its first concession opened in a garden centre in 2000 and is proud to support the company and its Directors with their fundraising efforts for Help for Heroes.



Ian Silverton & Keith McIntyre with Cotton Traders
Chairman Fran Cotton at the Help for Heroes
fundraising event

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