

20 June 2022

Alliance Healthcare Raise Over £40,000 for Health and Wellbeing of Children

Alliance Healthcare teams cycle more than 1,000km across the UK to raise more than £40,000 for charity

During the sweltering heat, and blistering northern winds, two teams of cyclists completed Alliance Healthcare's annual charity Tour D'Alliance cycle challenge. The teams, departing from Coatbridge, Scotland, and Exeter, Devon, set off across the UK towards the Alliance Healthcare Leigh Service Centre, Greater Manchester, for a finish line event on Saturday 18th June. In addition, 16 colleagues competed in a virtual challenge across 7 days, collectively covering an additional 1,000km.

The gruelling challenge was in aid of two charities: Vitamin Angels UK and Theodora Children's Charity; both with a mission to improve the health and wellbeing of children in the UK and across the world. Matt Addison, Operations Director, Alliance Healthcare and cyclist said: "I am so incredibly proud of my cycling team mates for their physical and mental endurance, particularly during this heat-wave and amidst some challenging winds in the north of England. It is for such a worthy cause, and we are so grateful for all the generous sponsorship and donations, it really kept-us-going!"

Ellen Blessington, Theodora Children's Charity was at the finish-line welcome in Leigh and said: "I am thrilled to be here with our Giggle Doctor, Dr Scribbles, to celebrate this amazing achievement with Alliance Healthcare colleagues. Being a small charity, this fundraising support has a significant impact on our work and will help our Giggle Doctors bring joy and laughter to hundreds of children in hospital across the UK."

Roma Mirutenko, Vitamin Angels adds: "It has been amazing to watch the Tour D'Alliance event grow over the years. Through our partnership, it is clear that Alliance Healthcare is committed to improving the health and nutrition of children." Today, more than 4 million children in the UK live in poverty and are therefore at risk of malnutrition. Funds raised from the Tour D'Alliance can continue to fight malnutrition by providing nutritious foods to twelve nurseries across the country.

Alliance Healthcare, Vitamin Angels UK and Theodora Children's Charity send their biggest thanks to the 2022 sponsors of this year's event: LCM Group, SMI, Mertrux, LF&E, Driver Hire Nationwide, Blue Arrow and Lexmark.

ENDS

Notes for editors:

Photos:

Tour D'Alliance 2022 – cycle team together
Tour D'Alliance 2022 – cyclists arrive

Tour D'Alliance 2022 – charities together
Tour D'Alliance 2022 – group shot
Tour D'Alliance 2022 – cyclists at finishing line with Giggle Doctor

About Alliance Healthcare:

Alliance Healthcare is one of the largest pharmaceutical wholesalers in Europe, supplying a comprehensive range of pharmaceutical, medical and healthcare products. It provides a personalised approach to services and solutions for pharmacist customers and manufacturer partners.

Today, Alliance Healthcare has a strong international presence, operating in 11* countries; France, Germany, United Kingdom, Turkey, Spain, the Netherlands, Egypt, Czech Republic, Norway, Romania and Lithuania.

For more information, visit: www.alliance-healthcare.co.uk

For more information on Alliance Healthcare's Environmental, Social, Governance efforts, visit: www.alliance-healthcare.co.uk/about-us/environmental-social-and-governance

* As at August 31, 2020.

More information on Vitamin Angels UK

Malnutrition is the number one cause of preventable childhood deaths. Just 20p has the power to change a child's life. 1 out of 4 children in the UK are living in poverty and are at-risk of food insecurity. To combat this issue, Vitamin Angels UK partners with a national charity called the National Day Nurseries Association (NDNA) to serve children from low-income families who could benefit from increased access to better nutrition. These nurseries receive weekly deliveries of self-selected fruits, vegetables, and protein-rich foods at no cost to the families or the nurseries. To learn more visit: [What We Do \(vitaminangels.org.uk\)](http://www.vitaminangels.org.uk)

About Theodora Children's Charity

Theodora Children's Charity help children living with illness, disability and serious health challenges feel better using the proven power of laughter. Specially trained Giggle Doctors combine music, play, magic and storytelling, contributing to the wellbeing of children in the 22 hospitals and specialist care centres they visit across England. With each visit they hope to reduce stress and anxiety, increase opportunities for play, and improve children's experience of hospitals. To learn more visit: www.uk.theodora.org

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