



**Thursday 7<sup>th</sup> April 2011**

**PRESS RELEASE**

**Demolition company helps charity rebuild local lives**

Birmingham based demolition contractors Coleman and company organised a 2 hour sponsored Zumba event to raise money for local homelessness charity SIFA Fireside. This took place 3 weeks ago at The David Lloyd Leisure Centre in Great Barr and 50 of their staff members signed up to take part raising nearly £1500.

Karen Woodward from Coleman & Co who organised the event, today visited SIFA Fireside to present a cheque for the whopping total of £1473.81.

A representative from Coleman & Co said: "We wanted to support a local homelessness charity because we had noticed this is an issue in our community. It was a pleasure for us to support SIFA Fireside so as to help these people back on their feet with food and clothing and into settled accommodation, work and training".

SIFA Fireside Chief Executive, Cath Gilliver said "We are very grateful to Coleman & Co for organising this event to raise money to support our vital services. Especially in the current economic climate when many businesses are struggling. We would like to thank Colman & Co for showing compassion for the people in their community and we are very impressed with the total amount raised".

Coleman & Co are already planning their next charity event to raise money for a local Cystic Fibrosis charity as part of their Corporate Responsibility Programme.

ENDS

Notes to editors:

1. SIFA Fireside works with those who are homeless, troubled by their use of alcohol or otherwise socially excluded, to improve their physical, social and mental wellbeing. Website: <http://www.sifafireside.co.uk/>
2. SIFA Fireside works with the marginalised in a way that meets their immediate needs and also enables moves to independence with a view to improving their quality of life.
3. SIFA Fireside provides vital services such as a free breakfast and lunch to around 80 individuals every week day as well as showers and a



*'Supporting independence from alcohol and tackling homelessness'*

laundry service for rough sleepers but does not receive any direct funding to provide these services.

4. SIFA Fireside is the result of a merger of two charities; Supporting Independence from Alcohol and the Fireside Charity.
5. Established in 1962, Colman & Co Ltd are Demolition contractors based in Great Barr: <http://www.coleman-co.com>. Tel: 0121 325 2424  
Contact: Karen Woodward.
6. Zumba is a new fitness craze. It is a fusion of Latin and International music that creates an exciting, fun, and effective method of keeping fit.
7. The David Lloyd centre has provided their studio for this event free of charge: <http://www.davidlloyd.co.uk/home/clubs/birmingham#welcome>