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PRESS RELEASE

Prospect Research challenges star Apprentices 18th November 2009

Cambridge marketing agency. Prospect Research, played host to an Apprentice-style event on 13th November, organized by the Cambridge University Technology & Enterprise Club as part of a weekend of activities for it's members.

To further support their chosen charity, East Anglia's Children's Hospice (EACH), the challenge was to promote EACH's annual Santa Runs, taking place around the region during December. Split into two teams, the Apprentices battled it out to get as many past EACH contacts interested in entering the runs as possible.

Chris Walthew, Managing Director of Prospect Research, stated

"We were very impressed by the professionalism of both teams, and they did really well to speak to as many people as they did. Both teams smashed the target we set for them."

Liz Brinson, Corporate Fundraiser at EACH, commented

"EACH is very grateful to the teams from CUTEK for helping us to promote our Santa Runs. It's an important series of events for EACH which raises considerable funds to help us to continue our work caring for local families."

For more information, contact

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