

July 2011

**Start your week with a charity abseil and thrilling ice walk
from The Roof Gardens in Kensington**

Londoners are invited to kick start their week with an adrenaline-filled day to remember from the top of The Roof Gardens. Guests can choose to take part in a thrilling 100ft abseiling challenge over Kensington High Street or brave the chilling ice walk across broken glass to raise funds for Elizabeth Finn Care - a national charity that supports people living in poverty.

The Elizabeth Finn Care Charity Abseil and Ice Walk will take place on Monday 22nd August 2011 between 4pm and 11pm and is open to local residents, businesses and any one else brave enough for the challenge. For the first time ever, the event will be held during the evening to allow participants to come down and join in the fun after work. Participants will be able to enjoy the amazing early evening roof-top views from the beautiful gardens before taking the plunge for charity with full help and support from the safety team. They'll also be treated to music and entertainment with a special celebrity host* for the evening.

Matthew Sykes, Chief Executive for Elizabeth Finn Care, said: "This is a great opportunity to try out a new challenge and raise vital funds for the charity. We would encourage as many people as possible to take part, or for those who would rather not face the challenges, come and be a spectator and cheer on friends and colleagues."

"By raising sponsorship money for Elizabeth Finn Care, you will be helping us to continue supporting people who are living in financial need, whether it's helping with the cost of food shopping, paying for electricity and gas, or simply enabling someone to afford the cost of public transport so they can visit close friends or family. However much you can raise; it will all make a difference."

In order to take part, participants will be asked to pay a registration fee and agree minimum sponsorship**.

Jason Goddard, General Manager of The Roof Gardens, said: "Elizabeth Finn Care is a very important charity for the people of London and one that we are very happy to support. The Roof Gardens has panoramic views across London's skyline so it's the perfect backdrop for a memorable abseil experience. This year's addition of an ice walk means that even those who have taken part before can come and try a new experience."

For further information about the Elizabeth Finn Care Charity Abseil, as well as the registration and sponsorship forms, please visit www.elizabethfinncare.org.uk/abseil. To book your abseil please contact Lynn Chambers on abseil@elizabethfinn.org.uk

-ENDS-

Notes to Editors:

*Celebrity host to be confirmed

**Participants will be required to choose from one of the following packages:

£75 entry (minimum sponsorship commitment of £250)

- Abseil
- Ice Walk
- Entrance to party
- Free BBQ and cocktail

£50 entry (minimum sponsorship commitment of £150)

- Abseil
- Entrance to party
- Free BBQ and cocktail

£25 (minimum sponsorship commitment of £100)

- Ice Walk
- Entrance to party

About Elizabeth Finn Care

- Elizabeth Finn Care is a charity that helps people in financial need through direct financial support and access to welfare benefits, grants and other financial help from over 3,500 charities using the Turn2us comprehensive website (www.turn2us.org.uk) and freephone helpline.
- Since being founded in 1897, the charity has given away over £130m to people in need. In 2009/2010 over 3564 British and Irish citizens were given grants totalling £3,669,920 by Elizabeth Finn Care. Turn2us was founded by Elizabeth Finn Care in 2007, and merged into Elizabeth Finn Care in October 2009.
- For press information please contact: Laura Johnston on 0208 834 9260 or laura.johnston@elizabethfinn.org.uk

About The Roof Gardens

- For press information please contact: Kirsty Burgess at EdenCancan on 0207 467 9402 and kirsty.burgess@edencancan.com

The Roof Gardens

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