



MEDIA RELEASE

For immediate release

Lloyd Cockermouth backs Megan's Dream

Generous staff at a Cockermouth car dealership are backing an appeal which aims to fund vital medical treatment for a young girl with a life-limiting medical condition.

They are supporting the Megan's Dream charity, which aims to help fund treatment for young Megan White. Megan, of Bellbrigg Lonning, Cockermouth, suffers from cerebral palsy and spastic diplegia, which causes stiffness and tightening of the muscles, as well as poor balance and coordination.

There's a chance Megan's condition could be helped by stem cell treatment, but it is only available in America, China or Germany, and it will cost Megan's family up to £40,000 for travel, treatment and aftercare, which is why they launched the Megan's Dream appeal.

Another potential next step for Megan is SDR, or Selective Dorsal Rhizotomy, which involves surgery at the base of the spine targeting the nerves which control the muscles that are tight. Doctors will decide in March if this could be an option for the Cockermouth School pupil and, if so, where she should go for treatment.

Lloyd Cockermouth has already branded one of its vehicles with Megan's photo and the Megan's Dream website address to raise awareness for the appeal. Now plans are underway for a year of fundraising events which will help the family reach their goal. The first will see all 42 Lloyd employees in Cockermouth give an hour's wages to the worthy cause, with the amount they raise being matched by the company. This initial fundraising event was the idea of Lloyd technician Andrew McKenzie.

David Byrne, Dealer Principal at Lloyd Cockermouth, said: "All Megan wants to do is ride a bike – something that children the world over take for granted. When we heard about her wish, and how this medical treatment could help this happen, we really wanted to back this appeal. This is an initiative that every member of staff here is keen to get involved in and we hope that we can really make a difference.

"It would be great to hear from other people who may need help and support in organising fundraising events for Megan's Dream. If we can help in any way, please get in touch."

If you have any fundraising ideas that you would like Lloyd Cockermouth to get involved in, call Evelyn Bland, Lloyd Cockermouth's charity champion, on 01900 820450 or email Evelyn.Bland@lloydgroup.co.uk. Alternatively, you can make a donation directly to the Megan's Dream appeal by visiting www.megansdream.co.uk

-ends-

Press release issued by Suzanne Elsworth, www.elsworthcommunications.co.uk, 07881 816140

