

# PRESS RELEASE

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## BLOOMIN' MARVELLOUS

LEADING marketing technology and services company Acxiom has donated £4,100 to the Freddie Farmer Foundation.

The donation came from the proceeds of a sunflower growing competition, and included a personal donation of £1,000 from Acxiom International President, Warren Jenson.

Jed Mole, Acxiom's European Marketing Director, said: "We raised the money from a fun employee engagement initiative that involved growing sunflowers in the office to symbolise team and business growth.

"Chelsea Flower Show prizes were awarded for tallest plant, most plants in one pot and best decorated pot.

"The initiative took place over seven weeks so the flowers did not have time to bloom, so we changed the final award to 'best engineering', for the best combination of supports and struts."

The tallest plant, at 63cm, was awarded to Head of Financial Planning and Analysis, Babs Sloss.

"We're chuffed to bits about the donation," said charity officer, Karen Smith.

"Acxiom staff suggested which charities should benefit from the competition and a shortlist was drawn up.

"Over 150 staff from Acxiom UK voted and took part.

"We're absolutely delighted to be chosen as the benefitting charity."

The Freddie Farmer physiotherapy centre is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

For further information about the Freddie Farmer Foundation please contact charity officer Karen Smith on 020 8313 3707, email [karen@freddiefarmerfoundation.org.uk](mailto:karen@freddiefarmerfoundation.org.uk) or visit the website [www.freddiefarmerfoundation.org.uk](http://www.freddiefarmerfoundation.org.uk).

## ENDS

### NOTES TO EDITORS

For more information, image or interview requests, please contact Carol Ann Walters on 020 8289 0460, 07780 703 600 or email [carol@cawpr.co.uk](mailto:carol@cawpr.co.uk)

### ABOUT FREDDIE FARMER FOUNDATION

Freddie Farmer Foundation is the charitable arm of the Freddie Farmer physiotherapy centre, which provides high quality specialised physiotherapy and support services for children with cerebral palsy and mobility problems, as well as providing support for their families and carers.

The physiotherapy centre, based on Elliott Road, Bromley supports disabled children aged 3–16 years with cerebral palsy, developmental delay/co-ordination disorders and other non-progressive neurological disorders and syndromes.

The centre opened on 20 April 2015 to provide intensive physiotherapy programmes for disabled children and is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

To find out more about Freddie Farmer Foundation, please visit [www.freddiefarmerfoundation.org.uk](http://www.freddiefarmerfoundation.org.uk)

### ABOUT ACXIOM

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