



The professional grower's choice

19th July 2010

WILLIAM SINCLAIR'S HAIR GOES GREEN AND WINS "BEST DRESSED" AWARD AT GREENFINGERS DRAGON BOAT FUND RAISING EVENT

William Sinclair Horticulture Limited, one of the UK's leading suppliers of growing media and a proud supporter of the Greenfingers charity www.greenfingerscharity.org.uk, was awarded the "Best Dressed" team at this week-end's Greenfingers dragon boat racing event at Wicksteed Park, Kettering. A number of Sinclair staff entered the dragon boat racing to help raise money for the charity.

The Sinclair team took to the water intent on rowing to victory - it was a sight to be seen and the athletes would have been any match for Sir Steve Redgrave!



The crew raised their stroke rate, rowed like heros and did brilliantly, winning two of their three races. Sinclair won the award for the "Best Dressed" team, thanks to the lime green wigs and T-shirts. Most importantly it was a fun day out, attended by many families and friends of all of the competitors and a significant amount of money was raised.

William Sinclair supports Greenfingers in a number of ways including the inclusion of the charity's logo on the Company's Top Soil. Greenfingers receives a donation for every bag sold and it is expected that in this financial year the promotion will raise close to £20,000. The campaign is expected to raise an even greater amount next season.

Danny Adamson, Managing Director, William Sinclair – Retail, commented.

"Greenfingers is an effective and highly worthwhile charity that is strongly supported by the horticultural industry and at William Sinclair we are proud to be contributing to the charity.

"Creating an event that is fun, engenders team spirit and raises money for a good cause is exactly what Greenfingers created so congratulations to them, who are the real winners of the day.

"Contrary to rumours that the green wigs will become part of the Sinclair uniform, my colleagues can relax – the green wigs will not be making an appearance until next year's dragon boat race!"

For further information:

www.william-sinclair.co.uk

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