

## DUERR'S FUEL PARALYMPIANS



Britain's oldest jam and marmalade maker is proud to fuel three paralympians, Tom Young and Natalie Jones and Rik Waddon in this summer's Paralympic Games.

Duerr's are sponsoring swimmers Tom Young, 21 Natalie Jones, 27 (a former Times Young Sportswoman of the Year) and Natalie's husband, cyclist Rik Waddon, 35. They are providing financial support to the North West based athletes while they train for this year's Games.

In addition, Duerr's will provide their peanut butters and range of super honeys, to fuel the 25 plus hours of training that the athletes put in every week in their quest to outperform the competition as they fly the flag for Britain.

The sponsorship of the three paralympians is part of Duerr's 'Proud to be British,' campaign which launched this summer and is set to whip people the length and breadth of the nation up into a patriotic frenzy!

Not only is the company getting behind our nation's Paralympic hopefuls, they are showcasing the best of British with a technological twist. At the heart of the campaign are 2012 edition marmalade jars, carrying a QR code and a 'Proud to be British' crest. When scanned, the QR code links through to a specially designed microsite where a fresh piece of footage, chosen to raise a smile and reignite British pride, will be hosted every day.

## Duerr's

A family brand producing jams and marmalades for 131 years

<https://duerrs.co.uk>

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This means that while Brits are tucking into their breakfast, they can see Tom, Natalie and Rik talk about what makes them proud of our nation, relive moments from the Royal Wedding, enjoy a great British joke, or even watch vox pops from the factory floor!

The three paralympians have visited Duerr's Floats Road site, spending time with managers and staff, talking about their Olympic hopes and their inspirational journeys so far. Duerr's will be tracking the athletes' progress over the summer and cheering them on.

Duerr's made steps to sponsor the trio after MD Mark Duerr attended a business breakfast hosted by former paralympian and motivational speaker Marc Woods. Marc Woods, himself the winner of a staggering 12 Paralympic medals from 5 Games, spoke about the financial pressure that the young paralympians face, moving Mark Duerr, himself a keen cyclist, to get in touch and offer the firm's support.

Mark Duerr comments: "With our strong British heritage, it seems natural that we support this fresh talent that will be representing our country on the world stage. The three paralympians are an inspiration to us all and it's a bonus that they enjoy our products so much!"