Press Release

For immediate release

10 December 2015

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| **Cold and Wet but CEF spirits are high****It was a cold and wet but worthwhile night for senior managers from City Electrical Factors who spent the night in a Birmingham car park in support of St Basils BIG SLEEPOUT.** Part of a campaign by St Basils to raise £750,000 to support their young residents, the BIG SLEEPOUT saw hundreds of people join together with nothing but a sleeping bag and some cardboard to stave off the wild November weather.CEF General Manager Mike Bishop who took part in the event said: “When we arrived the weather was appalling with torrential rain and high winds but this didn’t dampen our enthusiasm. Instead we set about creating a cardboard CEF branch and van which miraculously stood up to the conditions very well.”“This was an amazing, if uncomfortable, experience but it really brought home to us the plight of those people for whom homelessness is a necessity rather than a choice.”Despite the weather the team spirit remained high and although they didn’t get much sleep they were motivated by the fact that they raised nearly £12,000 on their JustGiving site.Charles Beddows, Managing Director of CEF says: “This was a great achievement for the CEF team and one which we hope will continue to highlight the fantastic work which is carried out by St Basils with young people who are homeless or at risk of homelessness across the Midlands. Thanks to the kindness and generosity of family, friends, customers and suppliers the team raised a fabulous amount which CEF Senior Managing Director, Thomas Hartland-Mackie will double, bringing the total donated up to £24,000.”If you would like to make a donation you can still do so at the CEF Just Giving page: [justgiving.com/cefsleepout/](https://www.justgiving.com/cefsleepout/), or you can find out more about the charity at [Stbasils.org.uk](http://www.stbasils.org.uk) Photo’s from the evening can be seen on Facebook: <https://www.facebook.com/cityelectricalfactors/info?tab=page_info>To find out more about City Electrical Factors go to: <http://www.cef.co.uk/>**About CEF**Established in 1951, privately owned City Electrical Factors has a UK national network of 391 branches and the business now extends to North America, Ireland, Spain and Australia. Customers can also place online orders up until 8pm for next day delivery at **cef.co.uk** with access to more than 27,000 products from over 170 leading suppliers. By combining product and brand choice with local personal service, technical support and free delivery, City Electrical Factors is dedicated to being the UK’s most helpful electrical wholesale network.For more details please contact **Clare Watson**, CEF Marketing Manager on **0191 378 4073** or **clare.watson@cef.co.uk** |
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