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Primaflow F&P in double marathon effort for Make-A-Wish UK charity foundation

As part of Primaflow F&P's fundraising campaign for Make-A-Wish UK, the company's Executive PA Dani Wright is set to take on two endurance races.

Dani's challenge kicks off with the 26.2-mile London Marathon on 28th April, and continues just two weeks later with the Dukeries Ultra Marathon – a 40-mile loop event beginning and ending in the heart of Sherwood Forest.

Although Dani has been training intensively this year – last month completing the 20-mile Ashby road race – running is a relatively new passion, as she explains:

“Prior to 2016, I had never raced, but decided to try and raise funds for our then-partner Alzheimer's Society by running 100 miles throughout the year. Having accomplished this, I upped the stakes last year to 200 miles – and this year I wanted to raise the bar even higher, hence the decision to tackle my first ever Ultra race.

“I am thrilled to be raising money for our charity partners – and as my journey has progressed, I can truly say I have discovered a passion for running; I've met new friends – and have even roped teammates in to the cause!”

One such colleague is the company's Operations Director John Peck – who explains:

“Dani's abundant passion for running has inspired me – to the point where I have this year set myself the challenge of running 1,000 kilometres to raise money for Make-A-Wish UK. Last month, I was delighted to complete the Weymouth 10k race in under an hour – my first race since the school sports day 100-yard dash in 1974!”

The company has already raised £4,000 for Make-A-Wish UK via John and Dani's efforts, as well as a staff raffle – with other fundraising activity in the pipeline.

Shaun Campbell, Senior Community Engagement Manager from Make-A-Wish explains that the funds raised will prove valuable to the charity's work granting life-changing wishes for children with critical illnesses:

“Our mission is to grant transformational wishes to amazing children, at a time when they need it most. These wishes help to create incredible memories for children and their families, build confidence and provide respite from the daily struggles that come with a critical illness. Funds such as those raised by Primaflow F&P mean we can continue to make dreams come true – and we wish Dani and John the very best with their forthcoming races!”

Make-A-Wish UK is Primaflow F&P's chosen charity partner for 2019 and 2020. The company has raised more than £30,000 in previous fundraising campaigns, for charities including Alzheimer's Society, Macmillan Cancer Support and Whizz-Kidz.

Dani will chart her marathon progress at the JustGiving page, where donations can be made to Make-A-Wish UK: www.justgiving.com/fundraising/theultra2019

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For information on the products and services provided by Primaflow F&P, contact F&P Wholesale, Eldon Way, Crick, Northamptonshire, NN6 7SL.

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Note to editor:

Primaflow F&P is the UK's biggest wholesaler of plumbing, heating and bathroom materials, providing more than 18,000 products to over 7,000 customers. With roots going back 40 years, Primaflow F&P has established a reputation within the merchant sector for offering quality products and a first-rate service at a competitive price.

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