



Staff wearing football shirts in aid of the Bradley Lowery Foundation

Jul 19, 2017 16:55 BST

## Fred. Olsen staff raised over £200 in aid of the Bradley Lowery Foundation

Staff at Fred. Olsen Cruise Lines and Fred. Olsen Limited joined workplaces across the UK by taking part in a 'Wear a Football Shirt Day' on Friday 14th July – and raised over £200 in aid of the Bradley Lowery Foundation.

Bradley Lowery was the six-year-old Sunderland Fan who sadly lost his long fight against cancer (neuroblastoma) last Friday. He captured the nation's hearts and the Bradley Lowery Foundation is the charity that lives on in his memory.

Staff at Fred. Olsen wore football shirts, or the colours of their chosen football team, or dressed down in exchange for a donation and there was an outdoors 'Keepie Uppie Competition' won by Trainee Cruise Consultant Bradley Cornish.

The fundraising idea was sparked by Air, Land and Services Executive Lynsey Suffolk and Fred. Olsen staff were delighted to give their support.

Amanda Cresswell, Chairperson of the Fred. Olsen Staff Charity Committee, said: "Everyone at the company made an amazing effort to raise as much money as possible.

"I am always overwhelmed by the generosity of the staff at Fred. Olsen and today was no different. We are proud to make a contribution to such a worthy cause."

Other activities on the day included a 'Count the Footballs' competition and a cake bake.

Earlier in the week Bradley Lowery's parents invited people up and down the country to hold a 'dress down day' in their son's memory, on Friday, 14<sup>th</sup> July, which also coincided with the day of his funeral.

---

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



**Georgina May**

Press Contact

Acting PR Manager

Public Relations

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)