



## **Florrie's Floosies Take on the Great Escape In Aid of the Road Victims Trust**

On May 21<sup>st</sup> three 'Land Girls', named Florrie's Floosies, will quite literally take to the road when they will be driven to a mystery location 150 miles away and dumped with just £1 each, on a mission to find their way back home. It's all in aid of the Road Victims Trust and the Floosies, led by Jo Wareham, include Pauline Mitchelmore, PA to Milton Keynes MP Mark Lancaster and Deborah Saini, Head of the Personal Injury Dept at leading award winning regional law firm Pictons.

Deborah says "The Road Victims Trust is a superb charity and I'm ready to take on this extraordinary challenge because many of our clients in the Personal Injury department are road accident victims. Jo has brought us together and set up a fundraising page for this event.

"I have absolutely no idea how we will get home, so we're calling on all friendly drivers to take pity on us in our Land Girls costumes and get us home as soon as possible. We'll have to be very inventive and of course ensure that we keep ourselves safe and secure. It will be fun as well as raising awareness and funds for a truly great important cause."

Jo Wareham, who is head of The Little Branding Company says "Having witnessed a fatal car crash last December I very quickly learnt about the vital support the Road Victims Trust offer affected families and witnesses. The Great Escape 2016 is an exciting and crazy challenge to raise money and awareness for this extraordinary charity. My team, the Florrie's Floosies, will be dressed as 1940's land army girls. We'll be relying on our charm, wit, lateral thinking and a bit of cheeky cunning to get us back home.

"One idea is to sell kisses on the route home. I know Pauline and Debs are going to be fabulous Floosies and we're going to have so much fun completing this challenge. I'd just like to say a huge thank you for everyone's support so far – any donation, no matter how big or small is greatly appreciated and will help support a vital service for a local charity"

To donate to Flossie's Floosies Great Escape challenge in aid of the Road Victims Trust: <http://uk.virginmoneygiving.com/team/Florries-Floosies>