

## **Vivid launch boosts Trust's funds – 8 February 2008**

More than 90 guests helped to boost the funds of The Old Spot Trust at the launch party of local PR consultancy Vivid.

The PR consultancy's guest – clients, friends, families, colleagues and suppliers – 'trotted' along to the new state-of-the-art showroom of Colt Cars Mid West (Mitsubishi) Ltd at Staverton to celebrate Vivid's launch with its founding directors Caroline Rawlinson and Hilary Allison.

Friends and former journalists Caroline and Hilary met when they were reporters on The Echo and The Citizen almost 20 years ago. Between them they have spent more than 30 in the PR & marketing profession and decided to combine their talents and experience as Vivid.

During the party, a raffle raised £510 for The Old Spot Trust, of which Hilary and Caroline are Trustees. The many prizes included a sumptuous and expertly cooked meal for four delivered to your home, kindly donated by Benson of Broadway and Basepoint Business Centre in Tewkesbury and a Tewkesbury environmentally-friendly bag crammed full with delicious local produce donated by Tewkesbury Chamber of Commerce & Industry.

'Local people and businesses were very generous in donating prizes for our raffle and we thank them very much for that,' said Caroline.

'It was kind of everyone to buy tickets to support the raffle,' added Hilary. 'It was a great evening which not only saw us celebrate Vivid but boost the funds of The Old Spot Trust too.'

