

# Media Opportunity

Issued on: Monday 8 July 2019

## **Rudolph Raises Funds for Local Charities**

**Wednesday 10 July, from 13:00hrs (formal presentation 13:30hrs)  
Central Fire and Rescue Station**

Rudolph, a popular figure in the communities of Leicester, has helped raise thousands of pounds for local charities over the years.

Each year Rudolph hits the streets at Christmas time with the help of firefighters and volunteers, to raise money for charity.

Last Christmas, Rudolph raised a total of £8,889.43 which will now be shared between seven local charities; Adapt, Friends of Sycamore Court, Leicester and Leicestershire Animal Aid Association, Leicestershire Down's Syndrome Group, Leicester Children's Holiday Centre, Vista and When You Wish Upon a Star.

The charities have been invited, by the Rudolph Fund Committee, to attend Central Fire and Rescue Station, where they will be presented with a cheque by a member of Senior Management Team, and offered light refreshments.

Rick Taylor, Chief Fire and Rescue Officer, said: "The Rudolph collection has been going since 1949 and has become a huge part of our service, successfully raising huge amounts of money for many, many years. We continue to be amazed by the generosity of our communities.

"The help these charities provide is greatly appreciated and we hope the money we have raised will enable them to continue the vital work they do."

We are looking for local media to help raise the profile of Rudolph and the work he does for charity.

**Where to find Central Fire and Rescue Station:**

Lancaster Place, Lancaster Road, Leicester, LE1 7HB

If you are planning on attending the cheque presentation, please confirm your attendance in advance by contacting the Corporate Communications team on the details shown below.

Rudolph will be back on the roads again this December, after he's had his summer holiday and recovered from last year. Keep a look out for him again in 2019. Don't forget to follow him on Twitter ([@LFRSRudolph](https://twitter.com/LFRSRudolph)) and be the first to know when he plans to be back.

**ENDS**

**Notes to Editors:**

Interviews can be arranged through prior arrangement with Corporate Communications on the details below.

**About the Service**

Leicestershire Fire and Rescue Service provides emergency response, prevention and protection services from 20 stations across Leicester, Leicestershire and Rutland. Its headquarters is based in Birstall, Leicester.

During 2018/19, the Service attended 762 road traffic collisions, of which 125 were extrications from vehicles, in addition to 2,569 fires. We carried out 6,746 home safety checks and fitted 4,790 smoke alarms. 279 schools were visited as part of the Service's schools programme, delivering fire and road safety education to pupils. Staff organised or took part in 1,068 community safety events, promoting fire and road safety and arson prevention, and 134 Virtual Fatal Four (VF4) events as part of the Service's young drivers' road safety project.

The Service's prevention, education, enforcement and inspection programmes have resulted in significant reductions in the number of incidents. In the last ten years, fire-related incidents have reduced by over 30 percent.

**Contact:**

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