DJS Research Ltd Raises Over £1250 for CLIC Sargent

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Cheshire based company DJS Research Ltd managed to raise over Â£1250 for CLIC Sargent through the North West Market Research World Cup which was held on the 21st June 2013.Â B2B international claimed the victory after narrowly beating Park Lane Research in the final.

The competition included 8 teams from 6 different market research companies in a round robin format featuring two groups of four, followed by a knock-out semi-final and final. The third place play-off, which saw DJS Research triumph over Manchester-based Join The Dots, was decided by a penalty shoot-out. The event was the largest single fundraising event DJS Research have yet undertaken in support of CLIC Sargent â€“ the charity adopted by the market research agency in support of Research Director, James Hinde, and Executive Support, Anne Russell, both of whom have experience of childhood cancer within their families. The teams competing in the competition were The Fuller Research Group, B2B International, Park Lane Research, Join The Dots, Peak Answers, and DJS Research Ltd all of whom have made donations to CLIC Sargent by way of an entry fee. In addition, Alchemy Research, Calibre Search, Trusted IT and Sample Answers have all made large donations to the charity, and attended the event to support the fundraising efforts along with numerous others involved in the wider market research industry. Vicki Moore, Fundraising Manager for the North West and North Wales at CLIC Sargent, said the event would raise valuable funds for the charity: â€œI was thrilled when I heard DJS Research were holding a Market Research World Cup in aid of CLIC Sargent. DJS Research have been a phenomenal partner so far, and the amount of money they have raised will be enough to allow a family to stay to stay in a CLIC Sargent Home from Home for a month â€“ meaning they can be near their child who may be undergoing treatment in a specialist unit far from home. I hope that puts in to perspective how vital this kind of fundraising is and Iâ€™d like to thank everyone involved.â€• Elliot Simmonds, who leads DJS Researchâ€™s corporate charity scheme and organised the event, had the following to say: â€œThe amount of support that this tournament received from the North-West business community is overwhelming. Not only have market research agencies got involved, but suppliers, clients and other local businesses have all thrown themselves in to the event. Not only did every team pay an entry fee, but we have received numerous ad-hoc donations and hundreds of pounds were raised on the night through raffles and donation boxes. I think itâ€™s a great accolade for Manchester and North West as a whole that this event has been such a success, and I canâ€™t thank everyone enough for their involvement.â€• Elliot, who has already lost several family members to cancer, will be trekking Mount Kilimanjaro to raise further funds for CLIC Sargent in February 2014. You can find out further details about this online at:Â http://uk.virginmoneygiving.com/KiliForCLIC If you would like to see highlights of the event, a video is available on DJS Researchâ€™s YouTube channel â€“ DJSOnline01. Press contacts: Elliot Simmonds, DJS Research Ltd: esimmonds [at] djsresearch.com Vicki Moore, CLIC Sargent: vicki.moore [at] clicsargent.org.uk