



Press Release
7th September 2009

MDA SearchFlow steps up to the challenge to support children's hospice

Kent Business raises £7500 for Demelza

A team of 22 from MDA SearchFlow (www.searchflow.co.uk), the UK's largest property search information provider, set off on a weekend in September to face the Demelza Commando Challenge, a race over 46.5 km by canoe, bike and foot, all for the good cause of the Demelza House Children's Hospice.

Demelza House relies heavily on corporate support and the team at MDA SearchFlow regularly gets together to raise funds for the Hospice. Already last year they climbed the three highest peaks in Yorkshire within 12 hours to raise £3,780 for Demelza.

"The staff at MDA SearchFlow are certainly an inspiration to many and their support to Demelza is truly appreciated," says Donna Wells, Demelza House.

The sense of excitement and apprehension grew by the day as the Challenge weekend drew nearer and nearer. On Friday evening Craig Palmer of Mountains to Water (mountains-to-water.co.uk), briefed the MDA SearchFlow team on the forthcoming event and also mentioned the expected weather conditions (forecast strong wind and rain), which could make the challenge more hazardous than expected. But nothing could get in the way of the MDA SearchFlow team and their fundraising challenge.

Andy Sommerville, Business Development Director MDA SearchFlow reports about the day: *"We were split into teams 4 and 6. The weather remained kind to us throughout this part of the challenge, with mild winds and scattered showers. Everyone on the team was keen to get as far as possible before the weather turned, so we even managed to completed stage one ahead of schedule – our first highlight of the day!*

A quick clothes change and we were off up Helvellyn, with 950m the Lakes third tallest mountain. Within 5 minutes of the climb the team knew we had a challenge on. The gradient of the climb hit us within 200 meters, there were no clear designated paths, loose rocks and soil, shear drops to

one side told us this was not going to be a walk in the park. The weather at the top third started to close in, the temperature dropped and the wind and rain grew evermore present every 20 metres up. By now everyone was soaking wet, but our body heat managed to keep us warm until we stopped and then warmth turned to ice cold. But we all made it up and back down exactly on the Mountain Guide's estimated completion time.

A quick intake of food and drink and we were off cycling for 20km, around the lakes followed by a several km slog uphill before descending into Keswick. A few more km past Keswick and stage three of the challenge was completed.

Now the final leg, the 3.5km canoe ride across Derwentside. By this time we knew that the 12 hour target was looking good. Brimming with confidence, the adrenalin pumping, and each team really gave it a hard push in order to try and complete the challenge within 11 hours. As the final tram crossed the line Craig announced our finish time of 10 hours 24 minutes (1 hour and 36 minutes ahead of the 12 hour challenge time). We had done it! The sense of achievement was overwhelming and some of us even had a tear in their eye, not only because of what we had achieved but knowing it was for the children and families at Demelza.

It was an incredible experience with many Highs and a few Lows, but we are all so proud we managed to get through it, despite the weather conditions. And one thing is for sure.....we will be back next year with a bigger and bolder Charity Challenge to raise even more money for a wonderful cause. Bring it on !!!

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High-res pictures are available on request.

About Demelza Hospice Care for Children

Demelza is an organisation providing hospice care for over 570 children with life-limiting illnesses and their families across Kent, East Sussex and South London through:

Residential Hospice Care

A care team at the eight bedded hospice in Kent, provides respite, symptom control, end-of-life care and bereavement support. Over 300 life-limited children and their families benefit from a wide range of facilities that include a multi-sensory room, Soft Play, Jacuzzi, and The Inclusion Zone for young adults. Available therapies include music, physiotherapy and aromatherapy. The care team, led by specialist children's palliative care nurses, make the most of every moment that the child spends at the hospice. Parents have described having the opportunity of an undisturbed night's sleep as pure luxury. At the end of the child's illness, we offer a comprehensive service of support using a bereavement suite - known as the Hop Garden – which enables a family to let go and say goodbye at their own pace. We share our expertise in childhood bereavement with organisations such as the Police and the bereavement charity, CRUSE.

Community Care

The Demelza community team provides a care service for over 150 children in East Sussex, South West Kent and South London with life-threatening and life-limiting illness and their families. The service complements the care offered at Demelza House with the community team's specialist paediatric nurses going directly into the family home to provide care, crisis intervention, an on-call service and respite. The service helps enable the family to live life, as a family, in their own environment and combined with short breaks and other services at the hospice offers flexibility in care provision. When a child reaches the end of its life the Demelza community team can offer the choice of 24 hour end of life care at home. The community team can provide medical help and expert advice in the home or can simply just allow Mum and Dad to be Mum and Dad again.

Capital Appeal

We are currently running a capital appeal to build and run a new hospice in South East London which is planned to open in early 2009. Once opened the new hospice will provide short breaks, symptom control, end of life care and bereavement services to over 200 children and families in this area.

Registered Charity No. 1039651

About MDA SearchFlow

Built on entrepreneurial vision 25 years ago, MDA SearchFlow is the UK's number one property search information provider. The Company provides a one-stop shop for sending and receiving property searches and Home Information Pack (HIP) content for legal professionals, estate agents, and HIP providers who conduct property and other financial transactions.

In April 2006, Macdonald Dettwiler & Associates (MDA) acquired the interests of SearchFlow and PSA and the merged company, MDA SearchFlow was created. It is run by the existing MDA SearchFlow management team with over 50 years combined experience in the property industry. The web address is <http://www.searchflow.co.uk>

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