

Wall James Chappell wins MAAC Store Wars!

WJC have recently taken part in Midlands Air Ambulance Charity's (MAAC) Store Wars challenge.

The challenge involved our team transforming MAAC's West Bromwich shop with a Star Wars theme and to raise as much money for the charity as possible!

In the morning our team created a Star Wars themed shop window display and, in the afternoon, held various fundraising activities such as the Wookiee cookie and BB8 brownie bake sale, a Tom-Boba with loads of prizes and guess the baby-Yoda's name.

The judge, a specialist in designing and creating bespoke shop signs, and window graphics, commented "WJC display is by far my favourite. It's a really inviting display, I love the costumes, the themed cookies too!! LOVE IT! Even though it's only a small shop front I think they've used the space really well, and as someone that's not a huge Star Wars fan myself, I'd even want to go over and get involved and have a look around the shop."

The team raised an out of this world £990! Thank you to everyone who visited us at the shop on the day and donated!

Pam Hodgetts, corporate partnerships manager at the charity added: "The team from Wall James Chappell really got into the spirit of our Store Wars fundraiser. They were great fun and it was obvious they were true Star Wars fans. Days like these provide a unique team building opportunity for our corporate supporters whilst raising vital funds for lifesaving missions. The WJC team's efforts will fund critical care car missions across our region, helping to save lives and keep families together."

MAAC operates and funds three air ambulances and three critical care cars covering six Midlands counties including Gloucestershire, Herefordshire, Shropshire, Staffordshire, Worcestershire and the West Midlands. Each air ambulance mission costs an average of £2,950 and each critical care car or cardiac car mission costs on average £288, all of which are funded by donations. MAAC undertake on average 12 lifesaving missions a day!

For more information on MAAC and to find out how you can donate, please visit:
www.midlandsairambulance.com

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