

# Asthma UK Is The Perfect Partner For Carpet & Upholstery Cleaning Specialists Chem-Dry

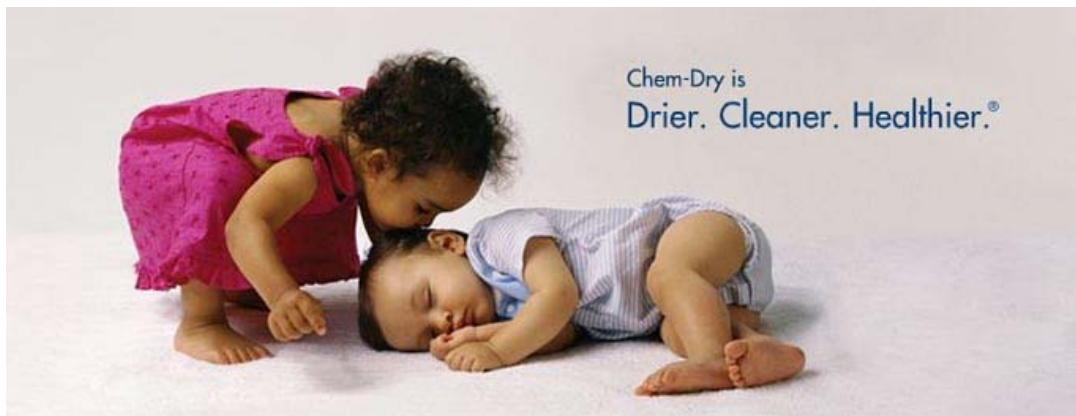


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Author: [Chem-Dry](#)

Industry: [Consumer Services](#)

Professional [carpet cleaners](#) & upholstery cleaning and disaster restoration specialists Chem-Dry aim to raise the bar and really make a difference for asthma sufferers this year, after announcing Asthma UK as their chosen 'Charity of the Year' for 2010. Chem-Dry franchisees up and down the country aim to help raise significant funds through a range of fundraising initiatives and activities during 2010.



In 2010, Chem-Dry is proud to be supporting Asthma UK, the national charity dedicated to helping the one in five households affected by asthma. Most people will know someone with asthma, but many people don't realise that this condition is serious and claims three lives in the UK every day. In fact, more people die each year of asthma than cervical cancer and testicular cancer combined and sadly many adults and children with severe asthma face frequent hospital visits or can be stuck in their own homes, trapped by breathlessness.

Asthma UK provides support and advice to all people affected by asthma, through a range of projects, dedicated research and services. These can include specialised holidays for children with asthma and a popular Adviceline staffed by asthma nurse specialists.

Neil Churchill, Chief Executive of Asthma UK says: "We are really excited about our brand new partnership with Chem-Dry in 2010 and look forward to working with their staff, franchises and customers to make a real difference for people with asthma and maintain vital services such as our Adviceline".

Mark Richardson, Marketing Executive, Chem-Dry Franchising, comments "We believe this partnership is a perfect fit for our national network of franchise businesses. Throughout 2010 we will be organising some special events and activities in an effort to raise awareness of asthma and hopefully generate lots of funds for this worthwhile cause. There is little doubt a fair majority of the population will have some personal experiences of asthma and are likely to have a family member who suffers badly from the related symptoms. We intend to build a good working relationship with Asthma UK and hope this partnership will run beyond 2010".

Notes to Editor

Chem-Dry® at a glance [www.chemdry.co.uk](http://www.chemdry.co.uk)

### **Chem-Dry**

### **Franchises**

Chem-Dry provides a national network of franchises that provide professional carpet & [leather upholstery cleaning](#) services, handling insurance claims right through to specialist fire & flood restoration services to the UK insurance market.

Chem-Dry Franchising has been providing unique franchising opportunities to entrepreneurs and enterprising individuals and provides tailored franchise development, business development services and marketing support to Chem-Dry franchises nationwide.

Chem-Dry UK provides a one stop shop for the administration and handling of all insurance claims from the receipt of works instruction, fulfilment to the completion of the claim. The nature of the claims can range from a minor spillage in the home through to a large scale fire or flood at commercial premises.

Chem-Dry® was established in the UK in 1987. Its Yorkshire-based national [Commercial Carpet Cleaning](#) service centre with 150 staff now supports a network of 932 franchise licences

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For further information on Sample Chem-Dry, please contact Mark Richardson on Tel no 01482 888195.

Asthma UK at a glance [www.asthma.org.uk](http://www.asthma.org.uk)

Please support our partnership with Asthma UK and help us make a difference!

- Asthma UK is the charity dedicated to improving the health and well-being of the 5.4 million people in the UK whose lives are affected by asthma.

- For up-to-date news on asthma, information and publications, visit the Asthma UK website [asthma.org.uk](http://asthma.org.uk).

- For independent and confidential advice on asthma, call the Asthma UK Adviceline, which is staffed by asthma nurse specialists. It is open weekdays from 9am to 5pm on 0800 121 62 44 (free from BT landlines). Or email an asthma nurse at [asthma.org.uk/adviceline](http://asthma.org.uk/adviceline).

For further information on Asthma UK, please contact the Media and PR team on T 0207 786 4949 or email [mediaoffice@asthma.org.uk](mailto:mediaoffice@asthma.org.uk)

Registered charity number in England 802364 and in Scotland SCO39322

**Contact Details:** Mark Richardson  
Marketing Executive  
Chem-Dry Franchising  
Belprin Road  
Beverley, HU17 0LP

[markr@cdns.co.uk](mailto:markr@cdns.co.uk)  
[www.chemdry.co.uk](http://www.chemdry.co.uk)  
Tel No: 01482 888195  
Fax No: 01482 888193

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