

The Dental Clinic and Optical Express sponsor cycle for charity

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The Dental Clinic and Optical Express will be sponsoring Dominic O'Hooley, director of The Dental Clinic, in his bid to cycle from John O' Groats to Land's End this summer to raise funds for the Wooden Spoon charity. With a group of thirty riders, O'Hooley aims to complete the gruelling 874 mile journey in just eight days, from the 21st to 28th of August 2010.

John O' Groats to Land's End, often termed JOGLE, or LEJOG, depending on the direction of travel, is a traverse covering the entire length of Great Britain. It typically takes cyclists ten to fourteen days to complete, and walkers two to three months. The Wooden Spoon challenge, titled "End 2 End," has been held annually since 2000.

Each of the riders must raise £4,000 in order to participate in the ride, as well as apply to Wooden Spoon, though riders are encouraged to raise more funds if they are able to. Both Optical Express (<http://uk.opticalexpress.com/>) and The Dental Clinic (<http://www.thedentalclinic.com/>) are keynote sponsors of O'Hooley.

The riders will be accompanied by a Wooden Spoon support team, including a motorcyclist to provide emergency bike repairs.

The Wooden Spoon charity is a cause that O'Hooley is enthusiastic to contribute to, as well as an organisation which he feels is well-equipped to provide support for such an undertaking.

"Wooden Spoon is a well established charity, and really a cause close to my heart," O'Hooley said. "I'm keen on trying to help child poverty and I feel that because they have such a history of successful and well-organised charity events I feel I can be confident in them. It's a serious undertaking, and I think anything less than expert organisation would prevent success really."

Wooden Spoon, founded in 1983, is a children's charity supporting disadvantaged children and youth across the UK and Ireland. Wooden Spoon has raised over £15 million since its inception, and benefitted over half a million young people.

An avid cyclist, O'Hooley has been biking for years, though this will be his first cycle between the northern and southern tips of Great Britain.

"I've done the west coast to east coast before, from Whitehaven to Sunderland, which was 150 miles in one day," he said. "I've been cycling for twenty years, and I typically bike 200-250 miles per week. Basically, I get to work on a bike every day."

About The Dental Clinic:

The Dental Clinic is the largest private provider of dental services (<http://www.thedentalclinic.com/find-your-nearest-clinic.html>) in the UK, offering services ranging from general dentistry to teeth whitening (<http://www.thedentalclinic.com/teeth-whitening.html>) and cosmetic dentistry (<http://www.thedentalclinic.com/cosmetic-dentistry.html>).

All of the clinics dental professionals undergo a rigorous selection and training process to allow The Dental Clinic to offer the best level of care. These standards are maintained by continuous education programmes for all staff.

The Dental Clinic continually evaluates the evidence behind its treatment protocols to ensure that all of its patients receive treatments which are scientifically proven to be effective.

The Dental Clinic PR contact:

Lindsay Taylor

Marketing & Communications

5 Deerdykes Road

Westfield Industrial Estate

Cumbernauld

Glasgow

G68 9HF

+44 (0)1236 723 300

uk.opticaexpress.com

