

# Alex Beresford joins Empire Fighting Chance as an Ambassador

Submitted by: Andrea Sexton PR

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The award-winning mental health charity Empire Fighting Chance is delighted to announce that Alex Beresford is joining them as an ambassador. The Bristol-born TV personality and ITV weather presenter became involved in the work at Empire when filming for his knife crime documentary earlier this year. <https://www.itv.com/news/2019-04-25/knife-crime-me-tonight/>

Alex comments,

“It’s a charity I’ve known about for a little while and whilst I was here filming I got a great feeling for their passion and what they are doing to help young people. It’s not just about boxing, it goes deeper than that. My role as ambassador is important to me and I want to spread the word about the work that Empire is doing and help them to expand their reach”.

Empire Fighting Chance is renowned for its pioneering work that helps fight the impact of deprivation on young people. Empire Fighting Chance uses a combination of non-impact boxing and intensive personal support to inspire young people to reach their full potential.

Martin Bisp, CEO of Empire Fighting Chance comments:

“We are delighted to have Alex join us at Empire Fighting Chance as an Ambassador. Alex understands the importance of the work we are doing here, and we are looking forward to his input and ideas”.

2019 continues to be a landmark year for this Bristol charity. The support given to them by The Duke and Duchess of Sussex, ambassadors such as Alex Beresford and Sir Rob McCabe, and winning at the Bristol Life Awards is helping them to support more young people across the UK.

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Editors Notes:

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More information about Empire Fighting Chance can be found here: <http://www.empirefightingchance.org/>