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New Holland and Ernest Doe dealerships ride out for Cancer Research

Cycling colleagues from New Holland's award-winning tractor plant in Basildon teamed up with the local family-run Ernest Doe dealership to collect £2,500 for Cancer Research.

The combined group had originally aimed to raise about £1,000 by pedaling a choice of 38-mile or 55-mile routes through rural Essex, starting and finishing at the impressive new Customer Centre at the Basildon Plant.

But the 20-strong team received such strong support from family, friends and colleagues they more than doubled the target after completing the challenge on Saturday June 8th.

Staff from across the New Holland plant's departments were joined by workers from [Ernest Doe & Sons'](#) outlets at Rochford and also Ulting – the dealership's HQ.

The longer 55-mile route passed through both and the 38-mile route through Ulting. Riders stopped at both sites for a warm reception along the way, including a personal greeting at Ulting from Ernest Doe and Sons' Managing Director, Colin Doe.

They were backed by a team of five marshals along the routes which variously passed through Hanningfield, Danbury and Little Baddow, as well as Battlesbridge and Ashingdon.

[Cancer Research](#) was chosen as the charity to benefit because several riders had family and friends affected by the disease. It leads world-class research into over 200 types of cancer, and delivers support and advice.

New Holland Marketing Manager Richard Spencer said: "Nearly everyone seems to know someone affected by cancer so it's brilliant the team was able to collect so much money to help the fight against it.

"We're able to do this kind of fundraising thanks to the strong collaboration between colleagues at our UK plant in Basildon and the very close links we have with dealerships such as Ernest Doe around the country."

Press Release



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