



Spotlight on Ben Brierton and Cressida Harding, BBC Children in Need, Cambridge



Ben Brierton



Cressida Harding

Since 2005, Broadcom's UK Cambridge office has organized and participated in the annual **Fun Run** to raise money for BBC Children in Need, one of the largest Non-governmental organization (NGO) charities in the UK. The **Fun Run** supports making positive change to the lives of disadvantaged children and young people across the UK. Each year the **Fun Run** has grown in size, popularity and financial support raised for the charity. This year, the event was completely sold out and over £18,000 was donated to BBC Children in Need. <http://www.bbc.co.uk/pudsey/>

Broadcom's Cressida Harding and Ben Brierton have been instrumental in planning, organizing and running the event. Broadcom's Cambridge office stepped up to save the event in 2005 when an organizing company had to withdraw the use of their location and Broadcom's team banded together to make sure the fundraising event went forward. Cressida and Ben's activities include recruiting health and safety marshals, printing hundreds of T-shirts, arranging road closures, hiring radios, promoting the event, redesigning the website, introducing an online sponsorship and many more.

"It's fantastic to bring people together at Cambridge Science Park and have fun in aid of such a worthy cause - there's always a real buzz to the atmosphere," said Ben. "We're also really lucky to have so many volunteers, many of them from Broadcom, who were prepared to stand in the cold directing runners and traffic during the race."

"I feel very strongly that it's my responsibility to do this work and that it's valuable work, both for the amount of money raised for disadvantaged children and for the amount of pleasure it brings



Ed Huggett (ex-BRCM), Matt Johnson (ex-BRCM) in fancy dress as Top Gun

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to the runners,” said Cressida. “It’s a huge amount of work, but I’m always amazed by the generosity of the local (and multinational) businesses and individuals who volunteer their time and pledge large amounts of money to our appeal.”



Timing team on the left (Neil Johnson, Phil Elwell) and everyone warming up at the start on the right



Damon Ward running in the foreground

The **Fun Run** brings local companies together around the Cambridge Science Park where they compete in a 4-person relay race. Over the years, there is a tradition that runners dress in costumes adding to the festive teambuilding spirit of the event.

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“We’ve come a long way from the 1989 event when one team came dressed as floppy disks,” said Cressida.



Ed Huggett’s fancy dress team again (overtaking a CSR person – they guy in the orange T-shirt). From left they are Roger Thornton (BRCM), CSR person, Ed Huggett (ex-BRCM), and Tim Mamtora (BRCM).



Paul Martingdale (098, BRCM) and Simon Proven (BRCM) handing over at the relay tape