

24th February 2003

'Raise the Roof' campaign

Ads Infinitum have put together a superb radio, poster and vinyl campaign for Macmillan Cancer Relief.

The campaign was designed to help promote the Luton & South Bedfordshire Appeal to raise the £1 million needed to build the new cancer unit at the Luton & Dunstable Hospital. In due course their work is likely to be rolled out to Macmillan buildings Appeals throughout the UK – in which case one can only guess at how much it will swell funds to develop much needed services for cancer patients and their families.

Macmillan has benefited from some inspired solutions and a great deal of hard work, for which Ad Infinitum has made no charge whatsoever. The local Appeal simply could not have afforded a campaign like this without their help, and I can't thank them enough for what they have done.



Doug Russell
Bedfordshire Fund-raising Manager.