



PRESS RELEASE

Over 250 make their way to Cambridge

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Despite everything the weather could throw their way, GE Equipment Services Plant Hire had an amazing success at their Cambridge Depot when they organized a family fun day on April 11th.

New Regional Operations Manager, Jim Savin, wanted to do something different at the depot that would get the local community and customers involved. Given that it was Easter week and lots of children would be on Easter break, Jim came up with the idea of a 'family open day', deciding to invite people to take a look around the depot and bring their kids along.

The idea completely snowballed as the local community (schools and press) got involved and the event logged over 250 visitors, despite heavy rain in the afternoon. Jim says, "The day apart from the weather was really rewarding, it is encouraging that the local community wanted to get involved and the children's faces were wonderful when they actually got to drive a digger. I would like to thank our suppliers for getting so involved, particularly JCB for helping with the design of our children's logo 'Davey the Digger'"

The cartoon digger 'Davey' was designed by JCB for the day and became the event's mascot. Printed on the publicity flyers, T-shirts for the children and the centre of a colouring competition, he was a great hit with everyone.

Customers thoroughly enjoyed the event. They thought it was a great idea to be able to take their children along and the national account manager for one of GE's strategic accounts said it was great to see a business giving something back to the local community. The effort that everyone put in to organize the day was well worth it, staff took their own children who loved seeing Mum or Dad's place of work.



GE
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Many suppliers attended (JCB, Cautrac (Marooka), Mawsley (Bomag), Neuson, Terex and Wacker), as well as contributed giveaways and prizes for the day's many competitions and activities! It was such a hugely successful day that GE will certainly look to do others across the country. Sandie O'Sullivan, Marketing Manager, says, " The day was a great success in so many ways, customers enjoyed seeing the depot and meeting the people they deal with over the phone, local people got to understand a lot more about what Plant Hire do, which should help with future recruitment and suppliers had an opportunity to display their equipment and get involved at a customer level."

Contact

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