

GDS Group dances the dance to fundraising success for ‘Above and Beyond’ and ‘Send a Cow’ charities.

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BRISTOL, AVON, UNITED KINGDOM, April 18, 2017 /EINPresswire.com/ -- GDS Group dances the dance to [fundraising](#) success for ‘Above and Beyond’ and ‘Send a Cow’ charities.

As part of their annual fundraising events, GDS Group took up the challenge to choreograph and record music videos for some chart-topping hits across their Bristol and New York offices. This ‘Dance Off’ was in aid of two fantastic charities based in the South West of England, Above and Beyond and Send a Cow.



GDS Group dancing for charity

After hours of rehearsing under the tuition of some of Bristol’s gifted dance choreographers, GDS Group hit the streets of Bristol on a wet and chilly December day with video crew in tow to record their master pieces. After they pledged 50 pence per view received, their chosen charities benefited greatly in the public viewing their videos, resulting in total views of 3202 across the 4 videos.

“

I just wanted to say a huge thank you for the amazing efforts of the singing and dancing GDS group staff in support of Send A Cow. I can assure you that the donation will make a real difference.”

Becky Moorcroft, Corporate Partnerships Manager of Send a Cow

Once the dust had settled and the dancing shoes were removed, GDS Group is delighted to report that they have raised an astonishing £1,601 that had been divided between these two charities to help them continue their worthy causes. Becky Moorcroft, Corporate Partnerships Manager of Send a Cow, commented:

“I just wanted to say a huge thank you for the amazing efforts of the singing and dancing GDS group staff in support of

Send A Cow. I can assure you that the GDS Group donation will make a real difference to people living in poverty and hunger in Africa.”

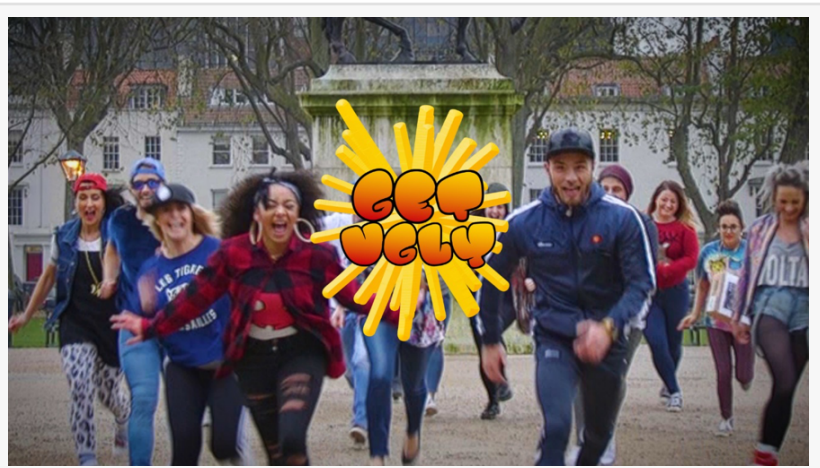
About GDS: GDS Group is a global events, research and technology services company dedicated to helping clients meet the challenges posed by a fast-moving, disruptive business environment. Their B2B [summits](#) and events bring purchaser and provider communities together to find solutions to real-world business challenges. Meanwhile their technology services provide connectivity solutions that enable organisations to take advantage of the digital revolution. The secret sauce? Their customised

intelligence solutions, aligned with decades of experience in facilitating results-oriented business conversations. www.gdsgroup.com

About 'Above & Beyond': A fantastic Bristol based charity raising funds to make a real difference to patient care in our hospitals. They strive to put patients at the heart of everything they do, Above & Beyond helps look after more than 500,000 sick people that are cared for in Bristol city centre hospitals each year, as well as the millions of friends and family who visit them, and the 8,000 dedicated NHS staff who care for them.

About 'Send a cow': Bath based charity, founded in 1988 is dedicated to help families suffering from the aftermath of war in Africa. This remarkable organisation gives communities and families the hope and the means to secure their own futures from the land. Their approach combines training in sustainable agriculture, social development and the provision of livestock. With Send a Cow's support, people can feed their families, earn regular income, educate their children and lead happy and fulfilled lives free from hunger and poverty.

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