

## Couchmans CEO Completes Dallaglio Challenge

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Couchmans CEO Mark Whitehead (pictured above with England rugby legend Lawrence Dallaglio) successfully completed the first leg of the Dallaglio Cycle Slam last month, a spectacular cycle ride crossing rugby's six nations which raised over £1 million for Sport Relief and the Dallaglio Foundation. The first leg ran from Rome to Nice, a distance of 700km in 5 days, crossing mountainous terrain in atrocious weather conditions.

"Lawrence Dallaglio, Wasps and the Cycle Slam organisers Greenroom Sports are all clients of Couchmans so I was never realistically going to be able to avoid participating in this challenge" said Whitehead, "although whilst cycling up the side of a mountain in Southern Italy in a snowstorm I did politely ask Lawrence not to call me if he had any more bright ideas in the future. On a serious note, transporting over 200 cyclists safely across Europe in the depths of winter is an incredible achievement by the organisers and everyone who took part should feel hugely proud of the amount of money raised for such worthy causes. I would like to thank everyone who sponsored me on this great adventure – if you haven't and you would like to make a donation, there is still time. Just go to [www.justgiving.com/markwhiteheadcycling](http://www.justgiving.com/markwhiteheadcycling)."

To find out more about the Dallaglio Cycle Slam and the Dallaglio Foundation and its good causes, follow the links:

[www.dallagliocycleslam.com](http://www.dallagliocycleslam.com)  
[www.dallagliofoundation.com](http://www.dallagliofoundation.com)