

Hair-cutting fun brings in tidy sum

HAIR cuts and manicures at Coventry Ikea have raised £200 for the Telegraph/Mercia Snowball Appeal.

A business networking event held at the Swedish furniture store attracted more than 150 businessmen and women from across the West Midlands.

Pete and Kenny, from Peter Luke Hair in Nuneaton, worked all day with City College students to offer hair cuts and manicures to customers in return for donations to Snowball.

Chris Darling, Ikea marketing manager, said: "Ikea has had other networking events but never before has it included hairdressing sessions.

"We decided to give the money to the Snowball



■ CHARITY DO ... Ikea Coventry marketing manager Chris Darling, Angela Agnew, of Switched-on.biz, and Caroline Sweeney, Ikea Coventry commercial manager, joined in the event in aid of the Telegraph/Mercia Snowball Appeal.

Appeal because we wanted to keep the money local and thought it was a worthwhile cause."

A fashion show was also held, featuring students, Ikea staff and professional models, who took to the catwalk for a spectacular show.

The crowd was then treated to a dancing masterclass by the Broadway Dance Centre and a martial arts display by two-times British champion Ravi Junday from the Atomic Black Belt Academy in Coventry.

The aim of the networking

event, sponsored by Business Link West Midlands, was to raise awareness of the new Ikea Business service which is designed to help owners get the most out of their businesses by sharing practical solutions such as furnishing tips and internet links.