



## **PATRICK MCINTOSH ANNOUNCED AS FIRST SEVEN FAMILIES AMBASSADOR**

Patrick McIntosh, a Surrey-based financial adviser who has defied three different types of cancer and completed an epic trek to the South Pole, has been appointed as the first ambassador of the Seven Families project.

Patrick's role will see him provide advice and support to Seven Families, promoting initiatives and campaign messages publically and speaking at future Seven Families events. Patrick has extensive experience of working with charity campaigns, following a programme of fundraising with Bowel Cancer UK and Prostate Cancer UK. He has suffered in recent years from bowel cancer, a form of skin cancer and prostate cancer.

**Patrick McIntosh commented:** "Seven Families is an inspiring campaign and underlines two very important issues. Firstly, that most people are desperately vulnerable financially if they become seriously ill, and secondly, that there is a way back to health and work after a serious illness. Some of the people in this project are going through incredible life changes and it is so important to highlight their struggle. I'm honoured to be the first ambassador of the campaign."

**Peter Le Beau, Chairman of the Income Protection Task Force added:** "I can't think of a more worthy or appropriate person to become an ambassador of Seven Families than Patrick. He embodies the courage and resilience that is such an important aspect of the campaign, and as a financial adviser he realises the importance of a financial safety net such as income protection. We know that Patrick will have a huge impact on the project and are delighted that he agreed to be involved."

Seven Families, in partnership with Disability Rights UK and the Income Protection Task Force, provides a tax-free income for one year to each of the chosen seven families. The campaign also provides the families with access to advice from a range of volunteering financial advisers to help with basic finances and budgeting, and they will also have the opportunity to benefit from independent living, rehabilitation and counselling services. Each family's story can be seen at [www.facebook.com/7Families](http://www.facebook.com/7Families). Six families have been announced with the seventh due in the coming months.

## **Supporting the Campaign**

The campaign has a dedicated website ([www.7families.co.uk](http://www.7families.co.uk)), Facebook page (<https://www.facebook.com/7Families>) and Twitter account (@7Families) which include a wide range of information as well as updates from the families as their stories unfold over the year.

A Just Giving page ([www.justgiving.com/7F](http://www.justgiving.com/7F)) has also been set up for any companies or individuals who may wish to provide additional support for the project.

**-ENDS-**

### **Media enquiries**

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### **Notes to editors**

Supporting companies: Aegon, AIG, Aviva, British Friendly, Canada Life, Cardif Pinnacle, Ellipse, Exeter Friendly, Fineos, Friends Life, Hannover Re UK Life, LV=, Royal London, Pacific Life Re, Vitality, RGA, Scor, Scottish Widows, Unum, Zurich.

### **About Seven Families**

Seven Families is a charity led campaign to raise public awareness of the financial impact of long term illness or disability. It is administered by Disability Rights UK and IPTF.

### **About Disability Rights UK**

Disability Rights UK is the leading charity of its kind in the UK. We are run by and for people with lived experience of disability or health conditions. We work with our members to influence national policy on independent living, benefits, education, employment, transport, human rights and other issues - shaping policy through direct experience and expertise. We also work with our local individual and organisation members to empower and to influence local policy and services.

### **About IPTF**

Peter Le Beau is the Chairman of the Income Protection Taskforce, which was formed to promote awareness of Income Protection and long term disability amongst all parts of the life and health insurance industry and among consumers.