Press Release

For immediate release

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**CEF gets into training**

**City Electrical Factors are getting into some serious training to compete alongside Great Britain’s Women’s Olympic Squad in the Powerball Beach Volleyball Tournament.**

The tournament takes place on 28 June 2016 at Barn Elms Sports Centre, London and will kick off at 16.30 with some world class support from GB team members Zara Dampney, and Shauna Mullen.

Once the training is complete the CEF team, supported by supplier ARMEG, will get the chance to showcase their newly acquired skills as they step into action on court against 11 other industry teams. Each team will be joined on the court by a member of the GB Women’s Beach Volleyball Olympic Squad as a player to keep them in line during the 15 minute game.

Geoff Thompson, CEF Group Manager for London North West and team captain, says: “We are excited to take on the Beach Volleyball challenge this summer, and we are very much looking forward to meeting Zara and Shauna. My team promises me they are training hard but only time will tell if we make it through to the final.

“Win or lose it’s all for a great cause and if we don’t make it through to the final we can still enjoy the sporting entertainment! The important thing is that by taking part we are ensuring that the Electrical Industries Charity can continue to help people in our industry when they need it most.”

[cef.co.uk](http://www.cef.co.uk)

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**Editor’s Notes**

Established in 1951, privately owned City Electrical Factors has a UK national network of 390 branches and the business now extends to North America, Ireland, Spain and Australia. Customers can also place online orders up until 8pm for next day delivery at **cef.co.uk** with access to almost 30,000 products from over 200 leading suppliers.

By combining product and brand choice with local personal service, technical support and free delivery, City Electrical Factors is dedicated to being the UK’s most helpful electrical wholesale network.

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