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PR guy Chaz Brooks goes to jail – but all in the name of charity

Business community ‘serve porridge’ to help raise funds for illegally detained children

Chaz Brooks, Director of the award-winning PR and marketing communications company Chaz Brooks Communications Ltd. (www.chazb.com), joined fellow members of Surrey’s business community under lock and key to help raise over £13,000 for children and families at risk. The jailbreak in aid of Jubilee Action (www.jubileeaaction.co.uk), the international human rights charity dedicated to helping children illegally detained, marked the charities relocation to Guildford, following expansion and helped to highlight the human rights issues that the charity works on.

A dedicated prison cell was built for the event and held with the support of the Surrey Chambers of Commerce, and the corporate convicts from across Surrey businesses were locked away for 20 minute sentences with access only to a mobile phone and a contact list to arrange ‘bail’ to free themselves. The Cell was located on the Guildford High Street in full gaze of the baying public who joined in the fun with cheering and jeering of the convicts to add to the prisoner’s desperate plight. Prizes were awarded to prisoners who secured funds, with Shahid Azeem the chief Executive of IT Solutions specialist Arkenis scooping a prize for the most money raised.

“We are delighted with the response to this event and the sums raised are really impressive, we know that this money will help to save lives and give illegally detained children a better chance,” comments Emma Le Beau, Jubilee Action. *“It is really encouraging for us that we have the full support of the local business community, and that they recognise the impact that Jubilee has had on so many peoples lives.”*

Jubilee Action is dedicated to helping children illegally detained in squalid jails, attempting to break the cycle for children of prostitutes, child soldiers and street children. A mark of Jubilee’s previous work was realised the week prior to the jailbreak, with the news that the Philippine Government after extensive work and lobbying by Jubilee Campaign, Jubilee Action’s sister organisation, had raised the age that children can be legally detained to 15. This move will help ensure fewer children are at risk from being put into prison’s and sharing cells with adults.

“Jubilee Action is a great charity, doing things all over the world for a number of causes and it was great to get involved and help as much as we could, and dressing up in the outfit was fun,” said Chaz Brooks, Director CBC. *“I’m surprised I managed to raise any money as I know my children and colleagues were hoping that I would be serving a lengthy sentence!”*

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Notes to Editor: Images available on request of Chaz in full convict outfit, complete with ball and chain.

About Jubilee Action

Jubilee Action is a Christian based international human rights charity, dedicated to protecting children at risk and combating poverty. Our vision is to be instrumental in changing the lives of those who suffer unjustly. Our mission is to pioneer work with indigenous partners providing crucial care and shelter for children and families as well as investment for job creation within poor communities. Jubilee Action currently works in around 18 countries worldwide.

About ChazBrooks Communications:

ChazBrooks Communications (www.chazb.com) is a Surrey-based PR and marketing communications agency. Offering a targeted service to companies spread across a wide variety of industries, CBC's innovative, creative and highly personalised approach ensures that its clients' interests are promoted through strategic planning, highly effective PR campaigns, and consistent press coverage within their target media.

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