



Press release

16 May 2019

JFSC Chief Operating Officer in the dog house

The Jersey Financial Services Commission's (JFSC) Chief Operating Officer will spend a day in the JSPCA kennels next month to help raise much needed funds for the Island's animal shelter.

Mike Jeacock is one of 12 local professionals who will take part in the challenge which will see him confined to a cage from 09:00 to 17:00 with only two walks permitted, toilet breaks and treats for good behaviour. The contestants will also have a chance to stretch their legs with some of the JSPCA's resident dogs.

Nominated by his colleagues, Mike regularly leads fundraising activities at the JFSC and has taken a day's holiday to take part in this *barking* mad experience. He commented:

"After 40 years of marriage, I am now an expert at being in the 'dog house'. With our anniversary coming up, my wife thinks it's very fitting that I will be spending a day in the kennels. Jokes aside, I am delighted to be taking part in this fantastic initiative to raise money for such a good cause. Animal charities are very close to my heart."

Abi Nance, Head of Communications, added:

"Mike always says he's in the dog house so when we heard about this challenge we knew he would be perfect for it. He is a great sport and raises so much for charity, both professionally and personally. On the day he will be wearing a full Scooby-doo costume and will no doubt be a real handful for the JSPCA team. We doubt he will get many treats!"

Hoping to win the title of 'Top Dog', Mike has set himself a fundraising target of £10,000 when he takes part in #DogHouseJersey on Friday 7 June.

All money raised will go towards caring for the animals and helping the charity continue its vital work.

Ends.

Notes to editors

For interviews in advance of Friday 7 June, contact Leah Kennedy on the JFSC Communications team.

Mike Jeacock has set up a JustGiving page for fundraising. For more details on his story visit:

<https://www.justgiving.com/fundraising/mike-jeacock>

In 2018, the JFSC raised more than £12,000 for charities.

The JSPCA was founded in 1868. They attempt to change public attitudes towards animals as well as home, feed and look after animals until the right owner can adopt. They launched a campaign called Save Our Shelter in order to raise money to keep their shelter open.