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J&C Joel loves Sowerby Bridge

Major manufacturer and supplier of fabrics and stage equipment for the entertainment industry J&C Joel have teamed up with the Halifax Evening Courier to support their "I Love Sowerby Bridge" Campaign.

For six weeks from 14 February 2011 the newspaper will carry daily features and editorials on Sowerby Bridge, its people, businesses, schools and the various goings on in what is the fastest growing town in the area.

J&C Joel's CEO James Wheelwright said, "J&C Joel owes a lot to Sowerby Bridge. It's been our home for more than 20 years and most of our staff live here.

"This campaign gives us an opportunity to show our appreciation for the town and we want to help people realise what a special place it is."

Helen Oldham, managing director of the Evening Courier said "We're thrilled that James and the J&C Joel staff have decided to join our campaign to heighten the profile of Sowerby Bridge, as a major employer and international business they epitomise the aspiration that we want to encourage in all businesses in the area..."



Talk of the town: J&C Joel CEO James Wheelwright (centre) with Courier editor Tim Robinson (left) and Courier Managing Director Helen Oldham.



Staff at J&C Joel's headquarters in Sowerby Bridge supporting the campaign.



Up and coming: Sowerby Bridge.

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