



# Giving **their all**

Charity and team spirit were the winners as **Ovenu** reached the final of the British Franchise Association football tournament

**O**venu, the UK's leading oven valeting franchise, came within touching distance of winning the inaugural British Franchise Association football tournament, but did win the hearts and minds of all those in attendance.

A 1-0 defeat to a very youthful Dyno-rod team in the final saw Team Ovenu collect their runners-up medals, as well as the respect and admiration of the crowds in Leicestershire.

Despite the result in the final, Team Ovenu was seen as the 'spiritual' winners of the BFA Cup, thanks to their fantastic team spirit, entertaining attitude and the introduction of a unique mascot. Young

model Naomi was body-painted in the green and black of Team Ovenu's specially-designed kit.

#### PHOTO OPPORTUNITY

As an additional fundraiser, Team Ovenu offered opposition players the chance to have their photo taken with Naomi for a small donation. Her efforts raised more than £200 for the day's nominated charity, WellChild.

Led by managing director Rik Hellewell and managed by Richard Davies from Making Money and What Franchise magazines, Team Ovenu's 16-man squad, made up of franchisees, sub-contractors and staff members from Making Money

and What Franchise, acquitted themselves well in what can only be described as horrendous playing conditions.

The heavens opened early on the day of the tournament, which was held at Shepshed Dynamo FC's stadium, and continued for much of the day. This left Team Ovenu without a game until 2pm. The late start did, however, offer Team Ovenu the chance to run the rule over the opposition and start to make a dent in the provisions on offer in the hospitality tent.

#### ROUND-ROBIN

When the team finally took the field the sun managed to break through the clouds and started to dry up the waterlogged pitch. Team Ovenu's first game in the round-robin stage of the competition was against their eventual opponents in the final, Dyno-rod.

Even with the obvious age differences between the two-sides, the more experienced thirty-somethings of Team Ovenu took the game to the young Dyno-

rod team, leading 2-1 until the last few seconds of the match when Dyno-rod snatched an equaliser.

Due to the tournament's 'no-draws' rule, the game was taken to penalties, which gave Team Ovenu's US import Jeff 'the keeper' Krentzman the chance to step up between the posts. Unfortunately, despite Jeff's fantastic hand-eye coordination (obviously honed through years of American handball sports), his 11 penalty saves were not enough to stop Dyno-rod winning 6-5.

It was a different story in the next match against Printing.com. Team Ovenu knew what they had to do to secure a final berth - win by two clear goals. They set about the task by walloping the opposition 6-3 to make the final.

Revenge was definitely in the minds of Team Ovenu as they took the field for the final against Dyno-rod. Even with the support of Naomi the mascot and most of the crowd, the trophy was just out of reach. But managing director Rik Hellewell and team captain Richard Davies were full of praise for their squad.

#### PROUD

"Every member of Team Ovenu gave their all and I am a very proud man, despite the result in the final," said Rik. "I can't even name a player of the tournament, as that would be a disservice to any of the other members of the squad.

"We definitely made an impression on the tournament if you consider our kit, designed by my daughter Vikki, our efforts

in the hospitality area as well as on the pitch, and, of course, our mascot for the day, Naomi. She certainly caught the eye of players from all teams and helped us raise even more money for charity."

As well as committing to raise money for BFA chairman Nigel Toplis' chosen charity, WellChild, Team Ovenu also raised money for a cause local to Ovenu's head office in Wokingham. In total, Team Ovenu's exploits raised more than £1,000 for the two charities.

"On top of the tournament being a great fun day, we have had the chance to raise money for important charities," said Rik. "Through our efforts on the football pitch and Naomi's efforts on the sidelines, we have made a sterling effort for charity."

He concluded: "We are really looking forward to next year's tournament. Not only does it give us a chance to stretch our legs on the pitch, it is a great way to build strong relationships among our network of franchisees. Ovenu has been built on the ethos of working together as a team and always supporting each other. It works on the pitch and it works in franchising.

"My only thought is we will have to focus on the recruitment of younger franchisees in time for next year's competition to save the legs of some of our older players!" **MM**

If you are interested in joining the team as an Ovenu franchisee call Ken Rostron on 01325 251 455 or visit [www.ovenu.com](http://www.ovenu.com)

**RAPID RESPONSE NO: MM729**



"Through our efforts on the football pitch and Naomi's efforts on the sidelines, we have made a sterling effort for charity"

