

News Release

Hyundai and Chelsea FC heroes ‘Give Cancer a Kicking’ with drone target challenge for Stand Up To Cancer

- Chelsea stars, legends and celebrity Blue’s fans took part in Hyundai ‘Give Cancer a Kicking’ challenge for this year’s Stand Up To Cancer campaign
- As an Official Partner of Stand Up To Cancer & Global Automotive Partner to Chelsea Football Club, Hyundai hopes that this activity will raise awareness and donations Stand Up To Cancer’s ground-breaking research that will save lives
- Video of the challenge can be viewed here: youtu.be/uw4csEDm0ac
- Hyundai has raised £235,000 for Stand Up To Cancer since 2017 through various activities

17 October 2018 - Chelsea stars, Gary Cahill, David Luiz, N’Golo Kante, Victor Moses and Davide Zappacosta took part in Hyundai ‘Give Cancer a Kicking’ challenge to raise awareness and donations for this year’s Stand Up To Cancer campaign.

The players were joined by club legends Gianfranco Zola, Carlo Cudicini and Katie Chapman and celebrity Blues’ fans as they attempted to hit targets emblazoned with the word ‘CANCER’, attached to drones flying around the club’s Cobham Training Ground.

The Blues have started well in the league this season and have found the net 18 times, and the players were just as accurate in the challenge, with all the players successfully hitting the targets. They were joined on the pitch with Stand Up To Cancer supporters, and Chelsea fans, comedian, Omid Djalili and actor, Jason Flemyng who also took part, with mixed results.

Chelsea winger, **Victor Moses**, said: “It’s always good for the players to be able to take part in events such as these. Stand Up To Cancer is such an important campaign because cancer affects so many people.

“Gianfranco was the best at hitting the target but it was just a bit of fun and we all had a good laugh competing against each other in the challenge.”

For actor **Jason Flemyng**, a die-hard Chelsea fan and star of films such as Snatch and Lock Stock and Two Smoking Barrels, the opportunity to raise awareness and money for life-saving research, as well as meet some of his heroes, was one he couldn’t pass up.

“It’s giving cancer a kicking so it’s great to be here for such an important cause, and to be on the pitch with the players was amazing.”

“Gianfranco is my absolute hero so to spend a bit of time with him was special, and somebody had told him how much of a fan I am so he’s been really sweet to me. He’s still got the skills as well - he hit the targets more than anybody else. All in all, it’s been a fantastic day.”

Hyundai has been an official partner to Stand Up To Cancer since 2017 and has raised £235,000 for the charity through various activities. The company has also recently been announced as the Global Partner to Chelsea Football Club and as such will further support Stand Up To Cancer’s fundraising efforts by donating its match day rights at this Saturday’s Premier League fixture versus Manchester United at Stamford Bridge, helping to encourage fans to join in and help give cancer a kicking this autumn. To find out more or to donate, visit standuptocancer.org.uk or text HYUNDAI to 70404* to donate £5.

1 in 2 people in the UK will be diagnosed with cancer in their lifetime. Stand Up To Cancer is a joint national fundraising campaign from Cancer Research UK and Channel 4 that raises funds for ground-breaking research that will save lives. To date, the campaign has raised more than £38million, funding 35 trials and projects involving more than 8000 cancer patients and supporting one international Dream Team.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centres worldwide and in 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localised models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world’s first model with three electrified powertrains in a single body type.

About Hyundai Motor UK

Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 21st to one of the top 10 car manufacturers in the UK and last year sold a record 92,510 vehicles. Hyundai Motor UK employs more than 3,000 people through its UK operations and dealer network. Hyundai offers a full range of vehicles from the award-winning New Generation i10 city car through to the capable Santa Fe SUV and iLoad LCV. All passenger cars come with Hyundai’s industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available at www.hyundai.co.uk.

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About Stand Up To Cancer (UK)

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- Stand Up To Cancer is a joint national fundraising campaign from Cancer Research UK and Channel 4
- The campaign returns this year with a variety of fundraising activities, a series of special programming on Channel 4 and will culminate in a fantastic night of TV on Channel 4 this autumn.
- Launched in the UK in 2012, Stand Up To Cancer funds game-changing research that accelerates new cancer treatments and tests to UK patients, and across the world, to ultimately save more lives
- More than £38 million has been raised in the UK to date, funding 35 trials and projects involving more than 8000 cancer patients and supporting one international Dream Team
- Research projects include the development of the 'chemo-package' to deliver treatment at the best time for the patient; investigations into whether exercise can prevent cancer from returning; using MRI to turn radiotherapy into a more precise, personalised and powerful anti-cancer weapon, and much, much more!
- Stars such as Naomi Campbell, Noel Gallagher, Tom Hardy, Gillian Anderson, Idris Elba, Andy Murray, Bradley Cooper, Martin Freeman, Jamie Oliver, Kathy Burke, Miranda Hart, Paul O'Grady, Richard Ayoade, Chiwetel Ejiofor, Jack O'Connell, Lily James, Rosamund Pike, Sophie Turner, Stephen Graham, Toby Jones and Will Poulter are just some of the talent who have supported Stand Up To Cancer

To find out more about fundraising activities visit Standuptocancer.org.uk or channel4.co.uk/SU2C or follow us on [Facebook](#), [Twitter](#) or [Instagram](#)