

PRESS RELEASE HLI79

## Managing Director delivers knockout performance for charity

Hi-line Industries, a UK-based leader in the design, manufacture and installation of energy-efficient compressed air purification equipment, is well known for the long-standing support it provides to the local sporting community in Burton upon Trent. The company is a main sponsor at both Burton Albion Football Club and Burton Rugby Football Club. Now, Hi-line's Managing Director Steve Smith is adding to this tradition by raising thousands of pounds for Cancer Research UK through his endeavours in White Collar Boxing, a series of high-profile fundraising events organised by Ultra, the UK's largest charity sports organisation.

Ultra White Collar Boxing (UWCB) is a unique opportunity for people to experience the wonderful world of boxing in a safe and enjoyable environment, while simultaneously raising money for Cancer Research UK (CRUK) and getting into shape. The organisation is a spin-off of the original White Collar Boxing, which began in New York in 1988 when two 'white collar' workers, a doctor and an attorney, trained for a few weeks before boxing each other at a black-tie event. UCWB commenced in 2009, becoming a corporate partner of CRUK in 2013. Today, the organisation is one of CRUK's largest fundraising partners, donating over £25 million to date.

In memory of his late mother June Smith, Hi-line's Managing Director Steve Smith decided to get involved when UWCB announced it would be staging a series of bouts in Burton upon Trent between 18 March and 18 April 2023. UWCB has now organised events in over 100 towns and cities in the UK.

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All those agreeing to participate in a UWCB bout receive eight weeks of free training at a local boxing gym with professional coaches. Once training is complete, participants get paired with an opponent from the same group of trainees based on weight, fitness, ability and age to ensure a fair and competitive bout under strict safety guidelines.

Every participating boxer must pledge to raise at least £50 for CRUK, but Steve Smith wanted to do more, setting up a Just Giving page with a target of £3,000. At time of writing, the total had already exceeded £4,600.

*“I wanted to raise money for research into cancer cures because this devastating disease must cease,” he said. “At Hi-line we have a long association with supporting local sport, so UWCB seemed the ideal opportunity to make a further contribution. I must offer my thanks everyone who has made a donation. We associate ourselves with success at Hi-line Industries and take our social and charitable responsibilities very seriously, so a massive thank you to all who have helped make this fundraising event so hugely successful.”*

A video of the entire bout between Steve ‘Nitro’ Smith (wearing blue) and his challenger Matt Long is available to view on YouTube at [www.youtube.com/watch?v=\\_3l9k42cKjA](http://www.youtube.com/watch?v=_3l9k42cKjA). Anyone wishing to support Steve Smith and pledge a donation to Cancer Research UK can do so at:

[www.justgiving.com/fundraising/steve-smith222](http://www.justgiving.com/fundraising/steve-smith222)

The company are also sponsoring a MotoX race team started by their Fabrication Manager, Darren Stretton. The team features a group of like-minded dirt bikers and ride at AMCA level, meeting throughout the Midlands. The all Yamaha team wear Hi-line blue with bikes in full Hi-line decals.

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## General Information

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**Supplier:** Hi-line Industries Ltd

**Downloads:** The press release text (MS Word and PDF format) and images are available for download at:  
[www.enterprise-marketing.co.uk/hli/hli79.html](http://www.enterprise-marketing.co.uk/hli/hli79.html)

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*Steve Smith and opponent Matt Long prior to their Ultra White Collar Boxing charity fight.*

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Steve has generated over £4600 so far for Cancer Research UK which included a donation from Cavan Smith (Steve's son) for a signed glove donated by Tyson Fury.

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