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J&C Joel Middle East is a division of



## J&C Joel Middle East loves Sowerby Bridge

J&C Joel Middle East, based in Dubai, are embracing the firm's recent support of the "I Love Sowerby Bridge" campaign, which champions the town of Sowerby Bridge, its people and businesses.

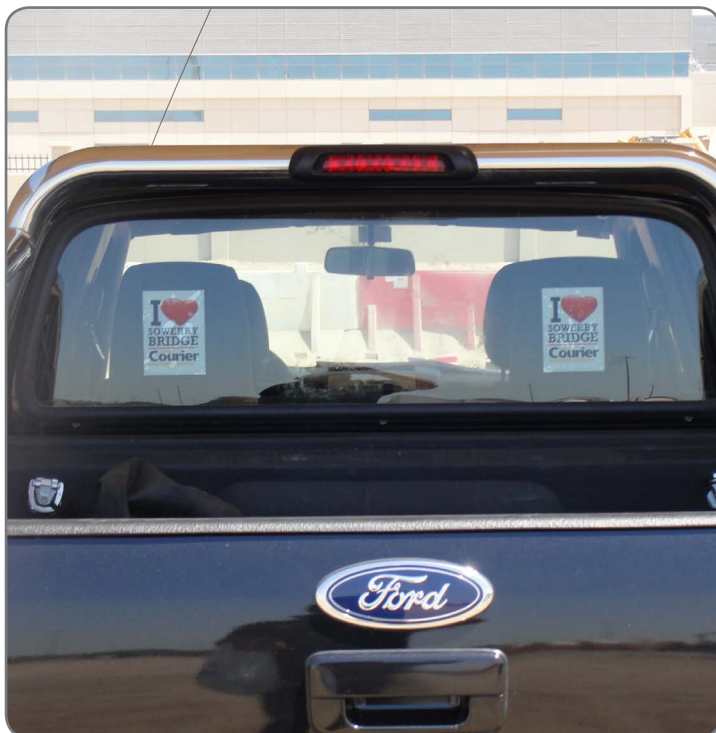
J&C Joel's UK headquarters have been based in the West Yorkshire town of Sowerby Bridge for over 20 years and most of the company's staff lives in the area. As one of the largest multinational businesses in the area, and the largest to be based in the town, J&C Joel are proud to support the "I Love Sowerby bridge" campaign.

Members of J&C Joel's installations team have travelled to the United Arab Emirates in order to work on a large installation of stage machinery at Dubai's Zayed University. J&C Joel have been busy installing counterweight sets, powered flying systems and five pit lifts in the university's theatre.

So proud are J&C Joel and their employees of their hometown of Sowerby Bridge and J&C Joel's sponsorship of the campaign that they are now spreading the word across the region.

James Wheelwright, J&C Joel's CEO, said "J&C Joel are supporting the "I Love Sowerby Bridge" campaign as we are very proud to have been based in the town over the past twenty years.

"We want to spread the word about the town and as a multinational company we're in a fantastic position to do just that. That's why we've passed out window stickers to our overseas employees to show just how much we love Sowerby Bridge."



"I Love Sowerby Bridge" campaign window stickers in a J&C Joel vehicle in the Middle Eastern Emirate of Dubai, home of J&C Joel Middle East's offices

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