



PRESS COVERAGE

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The SunSpreading teddy joy at hospital



Pictured from the left are Peter Turner, iTeddy creator Imran Hakim, and Imteyaz Ali, of Forbes Solicitors.

RIBBLE VALLEY solicitor Peter Turner joined a real-life iTeddy at Pendlebury Children's Hospital.

Mr Turner, and his wife, Julie, are long-time supporters of the hospital and recently raised more than £10,000 for the charity by taking part in 4,000 mile Plymouth to Banjul Challenge.

Recently Mr Turner, a consultant with Forbes Solicitors, and iTeddy's creator, East Lancashire businessman Imran Hakim, visited the hospital to give out iTeddy toys to children.

Imran said: "iTeddy started off as a way of bringing some happiness to my young niece Aminah well before I saw the commercial opportunity. It is extremely fulfilling to bring a smile to so many young faces and in doing so, revisiting the original motivation behind the iTeddy concept.

"I am delighted Forbes Solicitors invited me to the hospital, they were instrumental in the early stages of the business by helping us through the minefield of contracts we faced following our Dragons Den investment."

iTeddy – a bear with a specially designed MP4 player in its stomach, capable of streaming downloaded video content – is proving to be a hit with youngsters.

Imran appeared on the BBC programme "Dragons' Den" in January 2007, securing the backing of two "Dragons", Peter Jones and Theo Paphitis, to the tune of £140,000.

The business law team at Forbes Solicitors then reviewed the contracts for him in time for detailed negotiations with the television judges to secure their funding. Having this money in place has allowed Imran to roll-out the product to a UK-wide then global market with sales forecast to reach £15 million worldwide this year.