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'Trading Places' Hollywood style to support entrepreneurs

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Vin Murria of the Frederick's Foundation

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The 1980s hit movie 'Trading Places' with Dan Ackroyd and Eddie Murphy takes on a real life scenario on Friday.

The initiative is being staged by the Fredericks Foundation's annual fundraising initiative 'Trading Places' where supporters live on £71 for a week from March 1.

Reminiscent of the popular movie, participants including Vin Murria - AIM Awards Entrepreneur of the Year 2012 - will cut out meals out, drinks with friends and extra travel costs for a week to try and live on a £71 budget – a single person's current Jobseekers Allowance (JSA).

The aim of the challenge is to give them a glimpse of the difficulties faced by people struggling to get by and support their families while trying to get into the workforce.

Vin is a Trustee of [Fredericks Foundation](#), a non-profit organisation that provides vital microfinance support to those wanting to start their own businesses but who have no means of financing it thereby fostering the growth of small businesses, which it says are the lifeblood of the economy.

The 'Trading Places' challenge will ask participants to put £71 in their wallet and make it cover their living expenses for seven days. Everyone from Britain's top company chief executives to the workplace

trainee are being encouraged to take part in the initiative.

Participants are being asked to donate the equivalent £71 allowance to Fredericks Foundation either through personal donation and/or through sponsorship. Go to

www.justgiving.com/fredericksfoundation and ask sponsors to donate on line.

Register online at www.fredericksfoundation.org.

Vin Murria, CEO of Advanced Computer Software Group, said: " This is a real challenge but I believe passionately in helping people to help themselves which is why I support this event and this charity"

Paul Barry-Walsh, Chairman of Fredericks Foundation, said: "This challenge will hopefully demonstrate how hard it is to save capital to start a business when you are out of a job and only living on £71 a week. The more people that get involved the more people we can get back working again and off JSA".

Now in its 13th year the charity has provided loans and changed the lives of over 965 people.

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