
Press information

8 April 2016



Nucleus sponsors Yorkshire Rows, the oldest female team to have rowed an ocean

Nucleus is proud to have sponsored Yorkshire Rows, a team of four mums – including boss of York-based StanfordRhodes Wealth Management – who took on the Talisker Whisky Atlantic Challenge rowing more than 3000 nautical miles across The Atlantic.

Nucleus sponsored the team – who range in age from 45 to 51 – £2,000 and overall, Yorkshire Rows raised a total of £65,000 for its chosen charities, the Yorkshire Air Ambulance and Maggie’s Cancer Caring Centre.

Niki Doeg, practice manager at StanfordRhodes, said: ‘It was the hardest thing I’ve ever done and probably the toughest thing I will ever do. If I only had one way to describe the experience it would have to be life-changing.

‘Being away from my family for 67 days and living on a maximum of four hours sleep each day on a tiny boat was extremely challenging. I run StanfordRhodes with my husband and love to know I’m in control but the row has definitely taught me to be comfortable letting other people take over. A lot of our equipment broke during the challenge so it also taught us about perseverance and that things won’t always go to plan the first time, something I am now able to reflect in my day-to-day work life.’

– Ends –

For further information please visit www.nucleusfinancial.com or contact:

Mark Gee, MRM – 020 3326 9914 / 07818 673 199

Sam Hunter, MRM – 020 3326 9903 / 07757 286721

Ellis Ford, MRM – 020 3326 9906 / 07884 667 975

About Nucleus

Nucleus is a wrap platform founded in 2006 by advisers committed to altering the balance of power in the industry by putting the client centre stage.

Since then, Nucleus has established itself as a major force for change. It is now one of the UK’s fastest growing platforms and the meeting point for more than 400 adviser firms seeking to create better customer outcomes.

As at 31 December 2015, assets under administration on the platform were £8.9bn.

w: www.nucleusfinancial.com

t: @nucleuswrap