

Quickfridge backs world record bid to raise funds for Cancer Research UK

1 year ago



Wholesaler Dean & Wood is once again backing charity fundraiser Daniel Fairbrother through its [Quickfridge](#) brand as he chases a Guinness World Record for the fastest marathon (male) wearing sliders later this month.

The partnership between Daniel and Quickfridge began after he completed the 2023 London Marathon with a domestic fridge called Tallulah strapped to his back. The eye-catching stunt raised funds for Great Ormond Street Hospital — and caught the attention of the Quickfridge team, who couldn't ignore the tongue-in-cheek link to their product.

Quickfridge is a mobile, plug-and-play refrigeration unit designed to keep chiller systems operational during breakdowns. Compatible with cellar cooling, walk-in chillers, and walk-in freezers, it provides essential backup to ensure business continuity while awaiting repairs or replacement parts.

Daniel's run was, quite literally, a display of a "quick fridge" — and the partnership was established ahead of his next challenge: the 100km Peak District Ultra, where he once again ran with Tallulah in support of the same children's charity.

Daniel is now preparing for a new and more personal challenge. After his mother, who lives with dementia, was told she may have blood cancer, inconclusive scan results left the family without answers. In response, Daniel is fundraising for Cancer Research UK through an official world record attempt — running a full marathon in sliders — in the 2025 TCS London Marathon on Sunday, April 27.

"Cancer is a devastating illness that affects families in unimaginable ways," said Daniel. "This challenge is my way of contributing to the fight against it—and showing support for those navigating uncertainty."

Clair Deighton, Product Development Manager at Beijer Ref UK & Ireland, said: “We’re proud to continue supporting Daniel on his journey. From running marathons with a fridge on his back to tackling a Guinness World Record in sliders, his creativity, resilience and cause-driven spirit embody everything we admire. It’s a partnership that started with humour but continues with heart.”

To follow Daniel’s progress and support his campaign, please visit:

<https://www.justgiving.com/page/daniel-fairbrother-1725216895715>