

Redline's Line Lyster



Line Lyster and her son cut the cake.

REDLINE Company is a leading Costa del Sol-based marketing agency located on the Costa del Sol, who have just celebrated 20 years in business at their Nueva Andalucia offices, and *Euro Weekly News* was there to join in the celebration.

Co-founder Line Lyster found time during the party to chat with us about their origins and lasting success. Established in 2004, the company was set up by Line Lyster and Alison Redfern who set up Redline. "I don't know what we

were thinking. We just went for it," Line tells us. "We were two girls sitting behind a PC in a small corner of a shared office," says Line. Starting with just one computer between them and €5,000, Line never lost the beaming smile and the loveable bubbly aura she continually radiates.

Today, after 20 years, the company is thriving and stronger than ever with a diverse clientele, including governments, large international companies, and even a start-up making scented candles.

"We have many different types of clients, including small clients to some of the biggest organisations. We like it like that because that way we remain fresh."

Redline is dedicated to helping local charities with their design and marketing skills. Each year they choose a local NGO to sponsor. This year it is ADAMA dog rescue, who were also at the party with some four-legged friends in tow. Line presented Jackie from ADANA with a cheque for €2,020.20.

Wingwalk for Alzheimer's

REBECCA FLOWER-DEW, who has 'no head for heights,' performed a high-flying stunt in October, which she could only describe as 'The Flight of my Life,' at the Rendcomb Airfield in England, cheered on by close friends and family.

Originally from Surrey, Rebecca Flowerdew spent nine years looking after her mother, who was diagnosed with Alzheimer's in 2006, a time when the Casares Costa resident says there "was no support on the coast."

Rebecca left her job to look after her mother, who died in 2015 after what Rebecca describes as "the long goodbye." She said, "It was a very difficult and stressful period. I found myself at the town hall on my knees in tears, pleading for support." Distastefully ironic, Rebecca received confirmation of town hall support the day after her dear mother died.

Alzheimer's affects 800,000 people in Spain, a disease that presents carers with challenges and devasta-



Rebecca flying high.

ting heartbreak as they watch their loved ones slowly deteriorate. It was this that prompted Rebecca, who has lived on the coast with her family for 24 years, to embark on her own crusade to raise awareness of the disease.

Today she gives talks on Living with Dementia. "This motivated me to pursue the items on my bucket list for worthy causes. Last month, I decided to undertake a charity wingwalk to raise funds for cystic fibrosis and Alzheimer's."

The link to donate remains open for another week. gofund.me/8ac44c7f



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