

Our Bruce is simply bionic!

HE HAS been nicknamed "Bionic Bruce" and has raised hundreds of thousands of pounds through ultra-endurance charity events.



Now Bruce Elkin, pictured, from CW Fellowes Chartered Accountants in Chandler's Ford, has topped a poll of Britain's Fittest Directors.

Mr Elkin, 52, has been placed in the top ten, following the search for the UK's sportiest businessman, because of his amazing physical feats for charity - including cycling from Lands End to John O'Groats, the London to Paris bike ride and the Eurostar Tri-City-Athlon.

Over the years, he has raised more than £100,000 for charity - which he has mostly donated to the Rose Road Association which provides services for disabled children in Hampshire.

And a major operation two years ago, where both his hips were resurfaced and metal plates inserted, has done nothing to slow him down. He says he had to have the operation after years of physical exercise took its toll.

He said: "I think all the sport I've done over

the years caused me some hip issues.

"I set the alarms off in the airport now - that's how I've got the nickname 'Bionic Bruce'.

"I did the Lands End to John O'Groats before the operation and raised £20,000 for charity.

"Quite soon after the operation, I did the London to Paris cycle ride - it gave me something to focus on to get fit again."

Mr Elkin describes 2011 as his 'year off', but is still taking on some gruelling challenges.

He said: "I'm cycling around Corsica and Sardinia for a holiday this year - it's 500 miles with a total climb of 12,000 metres.

"For another holiday, my wife and I are doing the coast to coast walk across the country, which is 190 miles."

Mr Elkin, who's been a director at CW Fellowes for nearly 21 years, says he's planning something special for next year.

He said: "It's going to be something to do with the Olympics.

"It's the company's 21st birthday, so I want to do something around that but I can't say too much about it at the moment."

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