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Robe Olympic Torch is a Winner for Light Relief at PLASA

The Olympic Torch donated by Czech moving light manufacturer Robe lighting's CEO Josef Valchar, was auctioned at the PLASA trade exhibition at Earl's Court in London on Monday night, and won for £6,200 by leading European AV rental company, AED Rent.

The proceeds are going to entertainment technology industry charity, Light Relief.

The auction was held directly after PLASA's 2012 Awards for Innovation – one of which was won by Robe's ground-breaking ROBIN DLF Wash LED fresnel moving light – and followed some animated bidding, all co-ordinated by professional auctioneer Jonathan Humbert, brought in by Robe for the occasion.

The torch was collected by AED Rent's Glenn Roggeman.

It was carried on the Olympic relay ahead of the London Summer Games, and will now complete the final leg of its journey from London to AED Rent's HQ in Willebroek, Belgium.

The auction was inspired by Robe's current 'Working With Winners' initiative which has been running the entire summer, helping to celebrate the dynamic brand's 10th anniversary and best ever year of trading.

Josef Valchar comments, "It's a huge pleasure to hand this torch - a part of history from an amazing summer of world-class events in London and across the UK - over to AED Rent, and to generate money for the work of Light Relief".

