

Pink Lady® PoleCats on top of the world - Apple brand signs up female trio in Polar Challenge race

Submitted by: Yes Consultancy

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STOP PRESS... MEDIA BRIEFING...

THURSDAY 31 MARCH at 10.30 AM at the ROYAL GEOGRAPHICAL SOCIETY, LONDON SW7 2AR

Three dynamic and super-fit young women have been awarded title sponsorship funding by Pink Lady® apples for their first arctic endeavour.

The Pink Lady PoleCats will be the only women's team taking part in this year's internationally-renowned Polar Challenge competition – considered the toughest adventure race on earth.

The competition starts on April 22 2005 and involves 18 international teams trekking with skis and hauling their own heavy sledges for up to three weeks.

The young women are set to be the only female team ever to complete the arduous 360-mile polar race from Canada to the North Magnetic Pole.*

Sam Eve, 26, from Felixstowe, Suffolk, Tori James, 23 from Pembrokeshire, Wales and Felicity Aston, 27 from Hildenborough, Kent have spent the past year training for the race. As they will each have to pull pulks (sledges) weighing more than their own body weight they frequently train for six hours or more, dragging tyres cross-country to strengthen backs and shoulders.

In reality, they will be on skis, moving slowly over shifting sea ice in temperatures as low as -40°C. As they aim for the finish line they will also face the ever-present danger of prowling polar bears. They have special training in how to frighten away the majestic creatures.

Commenting on the title sponsorship, Sam Eve said, "We've been doing our own fundraising for the past year and are delighted to have such an appropriate healthy eating focused title sponsor in the shape of Pink Lady apples. As part of our intensive training plan, we've been following a strict low glycemic index (GI) diet that requires eating healthy foods such as apples. The fact that Pink Lady apples taste great too is the extra bonus!"

Felicity Aston added, "We feel lucky to be working with such a fun and appealing brand as Pink Lady apples. Having a supportive sponsor who understands and believes in what we are doing will make all the difference during those hard days out on the ice."

Tori James explained, "Our team was always going to be a unique one. We are the only all-female team in the race and I will be the youngest female ever to compete in the Polar Challenge. With the addition of Pink Lady apples we cannot fail to be noticed and I can't wait to represent Pink Lady out in the Arctic."

This year's race will be filmed by Transworld Sport and the young women will be keeping audio, video and written diaries of their polar exploits.

Andy Macdonald, managing director for Coregeo Ltd, managing the Pink Lady brand in the UK said, "Sam, Tori and Felicity are incredibly dedicated to both the Polar Challenge and to youth development in the long term, so deserve really high profile support.

"Our research shows that exciting sponsorship is a superb and effective way of introducing Pink Lady apples to a wider audience. We would love to have big enough budgets to advertise on TV, but in its absence we are delighted to be able to promote intrepid, healthy and fun-loving individuals who will serve as highly qualified ambassadors to the healthy eating cause."

The team will raise awareness and funds for the charities Breakthrough Breast Cancer and The British Schools Exploring Society (BSES), where both Sam Eve and Tori James work.

www.pinkladyapples.co.uk

www.polar-challenge.com

www.bses.org.uk

- Ends -

* North Magnetic Pole position in 1996

High resolution photographs of the Pink Lady® available on request.

Please contact Elodie Massol (020 7569 3043 / elodie@yesconsultancy.com) or Tina Fotherby (202 7569 3042 / tina@yesconsultancy.com) at The YES Consultancy for further information or interview requests.

Editor's notes:

Tori James, 23, from Pembrokeshire, Wales, is office manager at BSES Expeditions, whose head office is in London.

Sam Eve, 26, from Felixstowe, Suffolk is marketing manager for BSES Expeditions, whose head office is in London.

Felicity Aston, 27, from Hildenborough, Kent is a travel writer who has extensive polar experience having worked for three years in Antarctica for the British Antarctic Survey.

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