

Objective Internet Supports Roving Rugby Volunteers

Submitted by: Cinnamon Communications

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16 June 2005 – Objective Internet, leaders in the provision of internet technologies, have supported the RFU trek to Everest base camp to raise money for Show Racism The Red Card and SPIRE.

The 24 strong expedition of volunteers set out for Everest base camp on 27 May to play a rugby match at the highest recorded altitude of 5,600 metres for an entry in the Guinness Book of Records. Objective Internet ran the blog site that allowed volunteers and their families and friends to keep in touch with one another as the intrepid team experienced the highs and lows of the trek through Loboche and Gorakshep which was Hilary's base camp.

Roger Panton of Objective Internet explained, "We have been working with the RFU for some time and this seemed a natural extension of our efforts. It also highlights the important part that the internet plays in many of today's communications."

The two-week expedition came to an end last week and was also filmed for Sky by one of the adventurers. The tired but successful explorers have just returned having broken the world record and having played an additional match against the Nepalese contingent who were their guides and porters throughout their adventure. Their family and friends were able to share their experiences via email during the trip and this can be found at <http://www.blogtraveller.com/>

Donations to the charity can be made on http://www.justgiving.com/rfu_charitychallenge

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Notes to Editors

Objective Internet is one of the industry's internet technologies experts, who specialise in all creating online communities with their system called Activity Forum. Their aim is to assist their clients in meeting the challenges of the digital economy. Their team of consultants, developers and interface designers have unrivalled knowledge in the Telecommunications, Media, Utilities, Retail, Sports, Learning and Finance sectors

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