

# Chemmy Alcott And The Arctic IV Set A New NordicTrack Ski Record In Canary Wharf

Submitted by: Ski 4 Cancer

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British Olympic skier Chemmy Alcott and the Arctic IV have set a new 24-hour NordicTrack ski record in Canary Wharf to raise funds for Ski 4 Cancer.

Chemmy Alcott, Britain's number one female alpine skier, has set a new NordicTrack 24-hour record for the greatest distance skied in 24 hours. Chemmy completed the gruelling 24-hour challenge with a team of four endurance event specialists known as the Arctic IV (Max Willcocks, Adam Libbey, Richard Gibbs and Chris Brooks).

The challenge took place at One Canada Square shopping centre in Canary Wharf using a NordicTrack Classic Pro Skier machine. Starting at midday on Monday the 22nd of September and ending 24 hours later, the team of five set a new NordicTrack record for the greatest distance skied indoors on a cross-country ski machine.

The team skied a combined distance of 235.3 miles in 24 hours. As part of the process, the team collected donations for Ski 4 Cancer raising over £1,000 for the UK based alpine respite charity.

The 'Famous V' will compete together in the 2015 Arctic Circle Race, a 160 Kilometre endurance ski race across North-East Greenland which takes place over three days. The indoor record attempt was a valuable warm-up event for the Arctic Circle Race. The team will form Ski 4 Cancer's official entry into the March 2015 race with the objective of raising even more funds for the cause.

Commenting on the challenge, Andy Hayward from Ski 4 Cancer said "The 24-hour element of this challenge was significant as nearly 1,000 people are diagnosed with cancer in the UK every 24 hours. 235 miles is a tremendous achievement and the team should feel rightly proud of their achievement. That's 47 miles each!"

Andy Continued "I'd like to express my sincere thanks to Chemmy and the Arctic IV for all their support and to Canary Wharf, NordicTrack and ABC Imaging for making this record attempt possible. It's not too late to make a donation in lieu of the team's efforts either. If you'd like to contribute, simply visit [www.justgiving.com/theartcticiv](http://www.justgiving.com/theartcticiv) or make a donation via SMS by texting CNCR71 £5 to 70070.

Ski 4 Cancer, pronounced ski for cancer (<http://www.ski4cancer.org>), was set up by a group of keen skiers and snowboarders who have all lost a close relative or friend to cancer. By providing a range of Alpine respite holidays for families living with cancer, Ski 4 Cancer gives families something to look forward to at the end of treatment schedules or after a loved one has died. Ski 4 Cancer also makes grants to palliative care centres and supports research into the positive effects of exercise and how it can both prevent cancer and assist in recovery post diagnosis.

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About Ski 4 Cancer

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Enquiries to:

Ski 4 Cancer  
Andrew Hayward  
Trustee  
T: +44 (0)1635 297 222