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Media information

Pink Lady® PoleCats trio avoid Arctic shock in Scott Dunn Polar Challenge training

Three dynamic and super-fit young British women – the Pink Lady® PoleCats – have finished training on ice at Resolute Bay, Canada and are about to set off for a four day 65 mile trek to the Polaris Mine start point of the Scott Dunn Polar Challenge race that begins on April 22.

The Pink Lady Polecats are the only women's team taking part in this year's internationally-renowned competition – considered the toughest adventure race on earth. The competition involves 16 international teams trekking in temperatures as low as -40°C with skis and hauling their own heavy sledges over shifting frozen sea ice for up to three weeks.

The young women, who are sponsored by a popular brand of apple, are set to be the only female team ever to complete the arduous 360-mile polar race from Canada to the North Magnetic Pole.*

The race runs from Polaris Mine to Issachen Mine through three checkpoints. The first two checkpoints are re-supply points where competitors rest for up to 24 hours and take on new food and fuel supplies, and the third is the 1996 position of the Magnetic North Pole. It is difficult for planes to land there so the finish line is 25 miles after this point, near an airstrip.

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 hard for the race.

Inhospitable

Speaking from the remote camp of Resolute Bay on the inhospitable Cornwallis Island, Felicity Aston said, "After a year absorbed in training and preparation it feels incredible to set off finally into the wild Arctic.

"Tori, Sam and I are all very excited but feeling a little nervous too. This is the first time I have competed in any kind of competition.

"We have so much support back home that the pressure is on to perform well. I am confident in our preparation. Physically we have put in the training hours and we've put a lot of effort into preparing mentally too.

"Polar experts say that the first four days in the Arctic are the hardest. They call it 'Arctic shock' as

mind and body get used to surviving in such an extreme environment. If all three of us make the four day walk out to the start line it means we have made it through the shock barrier and are settling in for the duration of the race.

“We have just successfully completed two nights and three days out on a mini expedition where we’ve tried a polar porridge with Pink Lady apple recipe for the first time, which was a treat. On a tougher note, we’ve had revision training on how to deal with polar bears that we are hoping to see but only at a very long-distance.

“Team Pink Lady would like to thank all their friends, relations and colleagues for their kind support in what will no doubt be a life-changing experience.”

The women 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.pinkladypolecats.org.uk

www.polar-challenge.com

www.bses.org.uk

- Ends -

* North Magnetic Pole position in 1996

High resolution photographs of the Pink Lady® Polecats 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 British Antarctic Survey.