

PRESS RELEASE

June 5, 2008

From Shoreline to skyline

A team of Shoreline employees will be climbing the highest mountains in England, Scotland and Wales when they take part in the 24 hour three peaks challenge on June 14 and 15, 2008

The intrepid team of six walkers are aiming to climb all three mountains – Ben Nevis, Scafell Pike, and Snowden – within 24 hours to raise funds for Shoreline charity of the year – The Pink Rose Appeal.

Called RegenerEight after the regeneration section of Shoreline, half of the group work in. The team have been training for several months, taking in early morning Sunday walks in the Lincolnshire Wolds, the Lake District, Wales, Yorkshire Dales and Derbyshire.



Photo (van) left to right: Kev Horsfall, John Manton, Andrew Eayres, Pippa Kenyon, Janet Codd and Gary Fox

The housing association's employees are supporting the team paying for petrol to each of the mountain locations and supplying each member with their very own matching bobble hat.

Shoreline community participation manager Gary Fox said: "Make no mistake; this is not an easy challenge – 13 hours of walking and 11 hours of driving. But, the commitment of the whole team to making sure we are fully trained and prepared for

this should ensure we have the best possible chance of successfully completing the challenge.

“We would like to thank everyone at Shoreline as well as Mears, Bullock, and M&G Hire for all their generous support.”

The Pink Rose Appeal was chosen by employees as the Chairs charity of the year because it makes a real difference to the lives of local people affected by breast cancer.

Employees and friends have already raised over £8,000 for the local charity through a series of events including fish and chip supper nights and February’s Leap Year Ball.

Shoreline’s sponsorship has supported one of the rooms at the new Breast Care Unit at Grimsby’s Diana, Princess of Wales Hospital.

If you would like to make a donation to the team on behalf of the Pink Rose Appeal please telephone 0845 849 2000 option 5 or visit www.shorelinehp.com.



Photo: The team at the top of Ingleborough, Yorkshire Dales after one of their practice sessions

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