

## Local businesses get behind Team Attitude at Altitude

Team Attitude at Altitude ([www.twin-peaks.co.uk](http://www.twin-peaks.co.uk)), the four women who are aiming to raise £20,000 for Breakthrough Breast Cancer by trekking up Kilimanjaro, have received more pledges of support from local Oxfordshire businesses.

Kidlington-based Cherwell Graphics will be printing the Team's promotional 2010 calendar: Chaps for Baps. The calendars will be printed in October and will be available for sale online through the Team's website [www.twin-peaks.co.uk](http://www.twin-peaks.co.uk).

In the current economic climate, Deb Hunt and her fellow team members recognise businesses need to benefit from supporting good causes. As one of the benefits to business sponsors, Bloxham Mill Business Centre near Banbury has offered to host a networking event in September 2010 before the trek. This will give all the business supporters an opportunity to see the Team off and network with other sponsors.

In addition, businesses sponsoring Team Attitude at Altitude will be given a listing on the 'Corporate Sponsors' page on the Twin-Peaks website. Sponsors pledging £1,000 or more will also be listed on the other four main pages of the website. Cash donations can be made online, and anyone wishing to support the Team with gifts in kind can download a 'wish list' from the website.

Team Attitude at Altitude's website, which is sponsored by Chipping Norton Internet marketing company WEB-right, went live on 13<sup>th</sup> August. The site has attracted nearly 350 visitors from across the world in its first 5 days.

Deb Hunt commented, "The website has made a huge difference to our appeal. It is particularly good to be attracting support from the business community and we're working hard to give our supporters something back. We'd have a lot of emails from well-wishers and potential supporters. A company in Florida has even offered to help with some of our trekking kit! I feel confident we're going to achieve our £20,000 target."

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## Notes to Editors



Team Attitude at Altitude is the name given to four women supporting the work of Breakthrough Breast Cancer: Deb Hunt, Annemarie Smith, Helen Taylor and Audra Selley.

The Team will be taking part in a 9-day trek up Mount Kilimanjaro on the Rongai Route, the hardest ascent, to raise £20,000. To date, the total raised is £4,711: 24% of target.

For more information, please contact:

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