

PRESS RELEASE

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Available for interview:	<ul style="list-style-type: none">• Marc Etches, Chief Executive• Karen Churches, Director of Fundraising
Images available:	<ul style="list-style-type: none">• Responsible Gambling Trust logo• Marc Etches, Chief Executive• Karen Churches, Director of Fundraising• Kilimanjaro

Adventurers needed to join the Responsible Gambling Trust's Kilimanjaro 2013 fundraising expedition

The Responsible Gambling Trust today announced that it has chosen Kilimanjaro as the destination for its first-ever fundraising expedition and Karen Churches Peacock – the charity's Director of Fundraising - is now urging adventurous members of the gambling industry to join her on this inaugural event which will take place in October 2013.

Mount Kilimanjaro is one of the largest volcanoes ever to break through the earth's crust and is considered the tallest freestanding mountain in the world. The challenge for expedition participants will be to reach Uhuru Peak (5,895m), the highest point in Africa.

Kilimanjaro 2013 in aid of the Responsible Gambling Trust promises to be an incredible adventure for all concerned. Following the Rongai Route, the team will trek through farmland and forest – with the possibility of wildlife viewing - before passing through several different climate zones. And at night, as temperatures drop, participants will experience the crisp cool air under star-studded African skies.

The itinerary has been carefully planned to ensure that participants acclimatise to the altitude as much as possible to maximise their chances of reaching the summit. Furthermore, the Rongai Route is a trekking route and does not require any technical climbing ability to ascend.

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Having successfully summited twice before, the mountain is no stranger to Karen Churches Peacock. She explained:

“In 1997 I completed an independent sponsored climb of the mountain and, at the time, it was the most physical and emotional challenge that I had ever undertaken. The experience was also extremely motivating and proved to be the catalyst for a series of further global fundraising adventures. Eight years later, in October 2005, I returned to Kilimanjaro and was honoured to lead a group of inspirational and determined women – of varying ages and abilities – to the roof of Africa.”

Karen added:

“Challenges (Un)Limited, the administrator of our 2013 expedition, has excellent success rates for trekkers reaching the summit of Kilimanjaro and the local support teams it employs play a vital role in both this success and participants’ overall enjoyment of the expeditions.”

Marc Etches, Chief Executive, said:

“We are extremely excited about our Kilimanjaro 2013 event and very much hope that a wide range of gambling industry representatives of all ages and abilities will take part and unite in raising funds for and awareness of the Responsible Gambling Trust. With just 27 places available, I encourage anyone interested in participating to contact Karen as soon as possible for further information and details of how to register.”

Karen Churches Peacock has set her personal fundraising target at £10,000 for participating in the Kilimanjaro 2013 expedition in aid of the Responsible Gambling Trust.

To contact Karen Churches Peacock please phone 020-7287-1994 or email Karen@responsiblegamblingtrust.org.uk.

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NOTES TO EDITORS

To request a copy of the images or to arrange an interview with either Marc Etches or Karen Churches Peacock, please email Karen@responsiblegamblingtrust.org.uk or phone 020-7287-1994.

- The Responsible Gambling Trust is a national charity committed to minimising problem gambling and gambling-related harm in Britain (www.responsiblegamblingtrust.org.uk).
- The Responsible Gambling Trust will commission research, education and treatment services as prioritised in a national responsible gambling strategy advised by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The evidence-based strategy will be a three-year rolling strategy that will be developed in a collaborative, open manner between the RGSB and Responsible Gambling Trust.
- Since April 2009, the British gambling industry has raised over £17million to fund research, education and treatment in relation to problem gambling.
- The Kilimanjaro 2013 expedition in aid of the Responsible Gambling Trust is being administered by Challenges (Un)Limited (www.charitychallenge.com).