

The POLAR CHALLENGE

with Jo and the change4life campaign



Unique Sponsorship Opportunities:

- The opportunity to align your Company & brand with a proactive, energetic individual who is passionate about doing the best we can for ourselves and our kids.
- Branding on all Simply Stuck Websites, arctic mummy web site, your own company web site and company literature as well as through a range of social media channels.
- The Polar Race receives extensive national and international media coverage and you will get branding on clothes, sledges and equipment with lots of photo opportunities.
- Product testing in extreme conditions (high usage in training & extreme conditions in the North Pole).
- Motivational talks on team work & team building will be included for all sponsors.

Who is Jo?

- An active 46 year old family Mum with a supportive husband & 3 fabulous kids. She runs a national business, www.simplystuck.com specialising in personalisation; employing a team of 6. She is an energetic and determined individual, who thrives on challenge.

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What is she doing?

- Participating in the 2011 Race to the North Pole see www.arctic-mummy.co.uk.

Why is she doing this?

- To raise awareness of the Change4life campaign, see www.nhs.uk/Change4Life which encourages families and their kids to eat well, move more & live longer*.
- To raise funds to support local sports clubs and other projects which aim to get children moving more and eating better.
- By moving more & eating better, highlighting ways we can reduce our carbon footprints.

Be part of this fantastic campaign that delivers brand building and corporate social responsibility messages in a compelling way – sponsorship packages available.

Call Jo on 07932 655417 or email her at jo@arctic-mummy.co.uk

* 9 out of 10 of today's kids risk growing up with dangerous levels of fat in their bodies. This can cause serious illnesses like heart disease, cancer and type 2 diabetes in later life.