

Peter Fisher (Press Officer)

Tel: +44 (0)1926 466711

Email: peter.fisher@fozmula.com

Date

May 2009

### PEAK PERFORMANCE FOR FOZMULA CHARITY CLIMB!

Leamington Spa based Fozmula, supplier of liquid level measurement and pressure and temperature sensing equipment, set the challenge for nine of its staff, family and friends to climb Snowdon in support of Prostate Cancer Research on Saturday 16<sup>th</sup> May.

All was going well until foul weather halted their progress just below the summit ridge.

The Snowdon 500 Challenge, as the event has now become known because it represents the number of people signed up to participate, is the second such climb designed to raise funds for this important charity. But it is now proving so popular that over 500 climbers actually turned up to brave the elements.

The planned route was to walk to the summit using the popular but challenging Miner's Track and then return via the gentler Llanberis path. Things began without incident but soon turned into 'man versus the elements' as storm force winds, gusting to more than 70mph on the dangerous summit ridge with driving rain and hail, forced the organisers to call a halt to proceedings and instruct climbers to finish their intended climb at just below the ridge and make their descent down the mountain via the less treacherous Pyg Track.

However, organisers say the mood was fantastic as everyone obeyed instructions and happily turned the challenge from a climb into a strenuous 8 miles trek instead with everyone returning safely to base.

The Fozmula 9 played their part, of course, and still managed to raise over £1500 towards the overall sum of £150,000! This figure is expected to increase still further with gift aid and additional on-going activities and lifts the total raised from the two events to over £300,000.

Doing their very best to complete the climb despite the extreme conditions were Fozmula's MD Steven Jackson accompanied by his father and eldest son, Financial Director Roland Smythe and his wife, Business Development Manager Robert Stancombe and personal friend from Australia, Mark Hutchings from the Engineering Dept and Brian Downey from Quality Assurance.

"This was truly a team effort, in every sense of the word, said Steven Jackson. It's an old cliché that we keep alive at Fozmula, of course, but I am proud to say that everyone pulled together, offered support to each other and had a lot of laughs along the way. Yes, it was hard, strenuous and extremely tiring, but raising funds for worthwhile charities is never easy and our team were keen to get involved and help in any way they could. We raised a handsome sum and loved every minute of it. Would we do it again? Most definitely!"

#### Fozmula Ltd

Berrington Road, Leamington Spa, Warwickshire, CV31 1NB, UK

Tel: +44 (0)1926 466700 Fax: +44 (0)1926 450473

Email: sales@fozmula.com Web: [www.fozmula.com](http://www.fozmula.com)

End

Peter Fisher  
Tel: +44 (0) 1926 466711  
Email: [peter.fisher@fozmula.com](mailto:peter.fisher@fozmula.com)

Or

Bob Hawkins  
Qube Marketing Solutions Ltd  
  
Tel: +44 (0) 1543 250922  
Email: [solutions@qubemarketing.com](mailto:solutions@qubemarketing.com)

**Fozmula Ltd**

Berrington Road, Leamington Spa, Warwickshire, CV31 1NB, UK  
Tel: +44 (0)1926 466700 Fax: +44 (0)1926 450473  
Email: [sales@fozmula.com](mailto:sales@fozmula.com) Web: [www.fozmula.com](http://www.fozmula.com)