

PRESS RELEASE

The Alpine Challenge

Starting 20th March 2007, Judy Armstrong will attempt the first ever walk around the entire European Alps. She'll travel solo for 3,300 miles, ascending the equivalent of 28 Mount Everests.

Because the walk will take 8 months, she will start in Winter, covering the first 600 miles on snowshoes, and often snow camping with her tent. Though she is an experienced mountain walker, there are avalanche risks, and even wolves to think about.

Two of Judy's friends recently died from Cancer. They were both fit young men, with bright futures, so Judy is dedicating her walk to them, and is looking for sponsors to help raise £12,000 for Cancer Research UK.

Judy's walk starts in Monaco, passing through France, Italy, Slovenia and Austria to within sight of Vienna and Hungary, before returning through Austria, Bavaria, Liechtenstein, Switzerland and France again, to arrive at the Palace Square in Monaco, some 8 months after she starts.

Her employer, Penny Zoldan of Latitudes French Property Agents, has given her a sabbatical to attempt this, and is also sponsoring her every step of the way, hoping to raise awareness of the great natural beauty of the Alps, and of how much France has to offer the British property buyer.

The walk has particular relevance to Latitudes, as the South of France and the Alps are hugely popular places in which to buy a house or apartment.

Latitudes is in its eighteenth year of business. The company has agreements to work in association with over 250 licensed agencies and developers throughout France to give access to the widest selection of properties possible in most regions of France.

For further information:

Judy's Alpine Challenge www.alpinechallenge.info including a podcast with Judy.
Latitudes French Property Agents www.latitudes.co.uk

Contacts:

Judy Armstrong: judy@alpinechallenge.info
Penny Zoldan: penny@latitudes.co.uk
Penny Zoldan: 0208 951 5155

Media opportunities:

Judy will be available for live telephone interviews before and during her trip. She can prepare and email articles while en-route and can prepare feature articles afterwards. Her stereo digital dictaphone and high quality camera can record supporting pictures and soundtracks. Both syndicated content and exclusive articles are available. A high-res. colour photo of Judy can be supplied. It may be possible to meet her en-route.

The Route:

www.alpinechallenge.info/routedetails.html

The Equipment:

Judy is travelling ultra lightweight. For much of the trip, she will carry just 6kg of equipment.
www.alpinechallenge.info/equipment.html

The Sponsors:

Judy has hand picked her gear after extensive research. She is supported by leading outdoor equipment suppliers in the UK and America. www.alpinechallenge.info/index.html