

# THE NOSE



**F i o n a   T h o r n e w i l l   M B E**

The Nose of El Capitan in Yosemite Valley California, is the name given to the most famous rock climb in the world. First climbed in 1958 by Warren Harding, the route is a sheer 3000 foot cliff of vertical granite. It has a fierce reputation for tremendous difficulty and is generally regarded as The Holy Grail of rock climbs, by climbers all around the world.

# A normal time to climb the wall is between 3 and 6 days.

However over the years an elite group of speed climbers have dedicated themselves to becoming the fastest to climb it. The current record is held by world famous climber Hans Florine, and partner Alex Honnold in an unbelievable 2 hours, 23 minutes. Set in 2012 no one has come close.

During September 2015 Polar explorer Fiona Thornewill will team up with climbing legend Hans Florine, to share his 100th ascent of The Nose which would be a new world record.

Since Fiona is only an amateur climber, climbing The Nose is a truly 'massive' step to take. And so whilst Fiona's aim is not to break the speed record her goal is to succeed - and if possible to do so under the revered time of 3 days.

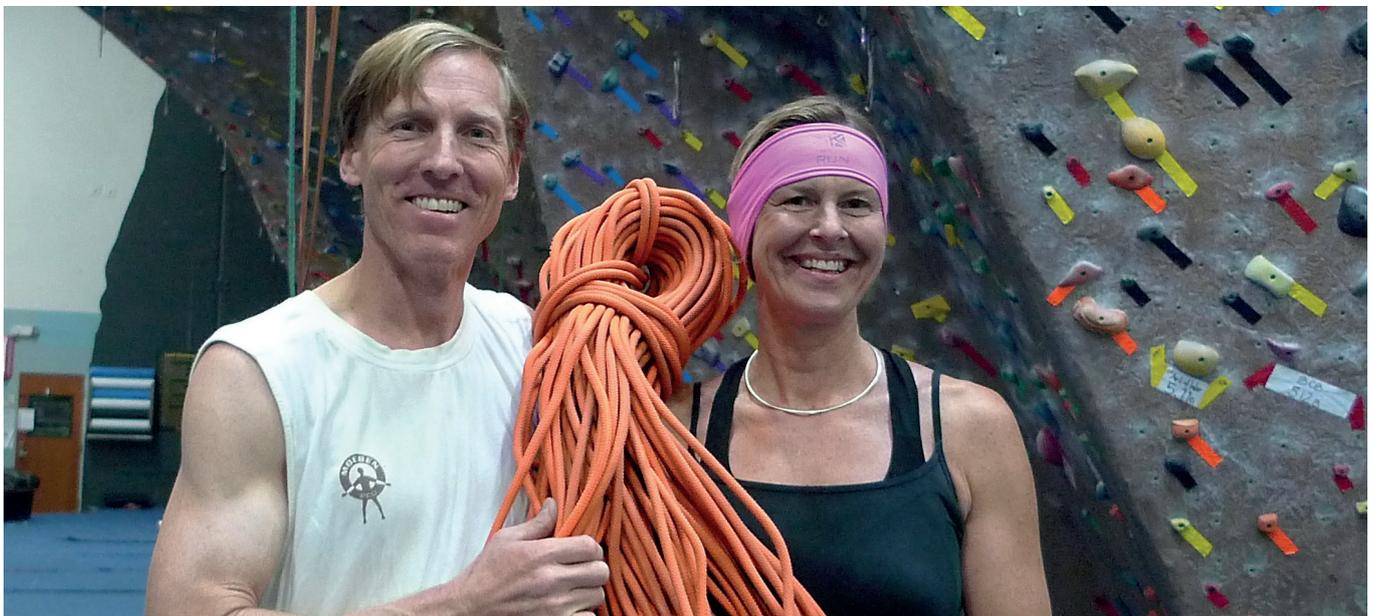
If successful she will also be one of the oldest women ever to climb The Nose.



*Hans Florine on The Nose. Copyright Paul Hara.*

## Fiona is undertaking the climb to celebrate her 50<sup>th</sup> year. She has two key aims:

- 1. To inspire women from all backgrounds they can face any challenge they put their mind to.**
- 2. To protect the UK's shrinking countryside – and safeguard it for our children's future.**





- **Our population is increasing.**
- **Our countryside is shrinking.**
- **Our children – their future...?**

Within 10 years the UK's population will grow by 5,000,000 people.

The infrastructure needed to support our expanding population, places enormous demands on our ever shrinking countryside.

If we don't protect our wilderness areas - our children will be increasingly prevented from accessing the most beautiful parts of the UK.



## **ACCESS AND CONSERVATION TRUST**

BMC Access and Conservation Trust  
Charity reg. no.1089516

**JustGiving™**

The vital work of the British Mountaineering Council's: "Access & Conservation Trust" (ACT) protects our countryside and mountainous areas. It promotes sustainable access to these places by facilitating education & conservation projects across the UK and Ireland. The ACT conserves the UK's upland resources, and campaigns for access rights.

It educates walkers & climbers how to enjoy the outdoors and minimise impact. The ACT enables future generations to enjoy outdoor activities and the physical, mental, and social, benefits they bring to individual lives - and society in general.

ACT is a charity that relies on donations to fund its work.



Hans Florine. Copyright Rebecca Garrett

Hans Florine, is an American, living in California with his wife, Jacki and their two children. Also in his 50th year, he is regarded as the world's foremost speed climber. As well as holding numerous speed records all over the globe, Hans won the U.S. National Title no less than eleven times - and won gold at the ESPN X-Games three years in a row.

Hans has a business degree and presents keynote presentations worldwide. He is the author of "Speed is Power" and is a thought leader in speed and efficiency. Hans is an ambassador for "The Access Fund" - a wilderness charity that he is passionate about.



Fiona Thornewill now in her 50th year is married to Mike with two children. She works as a recruitment consultant at Harper Resourcing, in Nottingham. Fiona set her own world speed record in 2004, when she became the fastest person to ski 720 miles to the South Pole in just 41 days. Previously in 2000, Fiona achieved the distinction of becoming the first British woman to ski to the South Pole. In 2001 became the first British woman to ski to the North Pole. (Her 55-day North Pole journey still stands as the fastest time by a woman.) Fiona is also a professional speaker with a passion for inspiring everyone. Over the years Fiona has received many accolades such as; Pride of Britain Award 2000, European Woman of the Year 2004, Woman of Substance 2004, and in 2006 was awarded the MBE for services to Charity and Polar Exploration.

## MARKETING OPPORTUNITY

This high profile event is attracting considerable media attention in North America. Interest will intensify as the venture unfolds, and pro-active marketing will certainly raise the profile of this event further. \*More detailed information can be found in the Sponsorship Opportunities Document.

### **At June 2015, the following UK media interest has been secured:**

1. BBC East Midlands Today. (TV updates of preparation.)
2. Local Radio request interviews before, during and afterwards.
3. Nottingham Evening Post release story, and conclusion story.
4. The Sun, and The Daily Telegraph, have expressed similar interest.
5. National magazines currently being approached. Responses positive.

## CONTACT INFORMATION:

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More information about Fiona and her challenge can be found at: **www.polarchallenge.org**

