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ICELAND CEO MALCOLM WALKER HEADS FOR THE SOUTH POLE ON ICELAND'S 42ND ANNIVERSARY

Iceland Foods Chairman and Chief Executive Malcolm Walker (66) flies out from the UK tomorrow to take part in a gruelling 140 mile unsupported trek across the Antarctic ice cap to the Geographic South Pole, to raise funds for **Alzheimer's Research UK** and **Walking With The Wounded**.

In The Footsteps of Legends: The Iceland Antarctic Expedition commemorates the centenary of Robert Falcon Scott's British Antarctic Expedition, and particularly the noble self-sacrifice of Captain Lawrence Oates. Oates was slowed down by a wound he had suffered in the Boer War, and famously walked out of the returning team's tent into a blizzard in the hope of saving the lives of his companions. Participants in the 2012 Expedition include three soldiers who were all wounded on active service in Afghanistan but have now returned to duty with Oates's old regiment, the Royal Dragoon Guards. Other participants in the Expedition include the four times Olympic gold medallist Matthew Pinsent.

Led by David Hempleman-Adams and Justin Packshaw, who were both members of the summit party on the successful **Iceland Everest Expedition** of 2011, the team will fly to the Union Glacier Camp at 88 degrees South, and ski from there the 140 miles to the Geographic South Pole. Like the Scott and Oates team, they will do so completely unsupported, dragging their tents, food, clothes and other equipment on specially designed pulks. It is expected to take 19 days to complete the journey, crossing some of the most extreme terrain on the planet in temperatures of minus 40° Celsius.

The Expedition is raising funds for the Iceland Foods Charitable Foundation to support Iceland's adopted charities **Alzheimer's Research UK** (ARUK) and **Walking With The Wounded**. Iceland gave over £1.2 million to ARUK last year and has pledged to donate a further £1 million in the current year; more than £850,000 of this has already been raised, principally through the generosity of Iceland's customers and staff during the company's annual

Charity Week in August. All funds raised in excess of £1 million will be donated to Walking With The Wounded.

Malcolm Walker said, “Today it is 42 years to the day since I opened the very first Iceland store in Oswestry, and I’m delighted to be marking the anniversary by setting off on this latest challenge.

“I’ve always believed that it’s good for business people to step outside their comfort zones from time to time, though I’ll admit that this may be pushing the concept to extremes. My second career as an adventurer started with a trip to the North Pole by helicopter in 2010, followed by an immensely challenging climb of 23,000ft to the North Col of Everest in 2011. Earlier this year I abseiled down the Shard and now I’m aiming to complete the Polar double through 19 days of what I know will be utter misery, given that my natural habitat is a centrally heated five star hotel suite rather than a shared tent at minus 40°C.

“However, it will all be worthwhile if it helps to highlight and raise money for the two absolutely vital good causes the Expedition is supporting: **Alzheimer’s Research UK** and **Walking With The Wounded**. The growing dementia epidemic touches almost every family in the UK, yet research into causes, preventions and an eventual cure is pitifully underfunded. While Walking With The Wounded offers inspiration and provides practical support through expert partners for the re-education and re-training of service men and women injured in the service of their country. Please help me to raise as much as I can for both these great charities.”

For further information on the Expedition, please visit its website at <http://www.footstepsoflegends.org.uk/>

To make a donation, please visit <http://www.justgiving.com/mcwalker>

ENQUIRIES:

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