



22 May 2011

Iceland Foods on top of the world

Iceland Foods is delighted to report that four members of the Iceland Everest Expedition have successfully reached the summit of Mount Everest and planted the Iceland Foods flag at the highest point on Earth.

Climbers Rod Hogg, Justin Packshaw and Graham Duff all reached the summit with their Sherpas at approximately 06:40am Nepal local time on Saturday, 21 May. They were followed by Expedition Leader David Hempleman-Adams and Nga Temba Sherpa, who summited shortly afterwards at 08:10am.

Climbers Charles Hobhouse and George Rodway had to turn around and abandon their summit attempts due to illness during the ascent. Rikki Hunt began a summit ascent but decided not to continue. Two Sherpas were also taken ill while attempting to reach the summit. Thankfully, they were all able to descend unassisted, are recovering well and are safe at Advanced Base Camp (ABC) with the rest of the team.

The descent from the summit was dramatic: David Hempleman-Adams was forced to spend an unplanned extra night in the 'death zone' at 8300m due to exhaustion and problems with his oxygen sets. He lost radio contact with Advanced Base Camp, causing extreme concern to the team there. However, he was able to descend today with three Sherpas despite winds of up to

100km/h.

Justin Packshaw and Graham Duff had to stop overnight at Camp Two at 7700m, but arrived there to find that the camp had been stripped prematurely and they were forced to spend the night without food, water or oxygen – it being too dark, late and dangerous to attempt to descend further. Graham Duff had also broken both crampons and could not descend the ropes. They spent an uncomfortable night, but after the ABC team sent up further Sherpa support in the early morning, they were also able to get down safely to ABC today. Rodney Hogg reached the camp at the North Col (7030m) on 21 May and was the first to descend to ABC this morning.

Expedition Leader David Hempleman-Adams, who has now reached the summit of Everest from both the south and north sides, said “This has been a very successful expedition, with four summiteers and all ten members getting to the North Col or higher. It’s a fantastic result for the team and our Sherpas. We would like to extend our thanks to Malcolm Walker and Iceland – we couldn’t have done it without him.”

Malcolm Walker, who returned to the UK with his son Richard and climbing leader Alan Hinkes after reaching their personal objective of the North Col on 3 May, said “I am delighted to be able to congratulate Rod, Justin, Graham and David on their fantastic achievement in reaching the summit of Everest. This really is the ultimate challenge on this planet, and I am envious not to have been with them, but realised when I reached the North Col that I had reached the limit of my endurance. The upper slopes of Everest are littered with the bodies of those who did not know when to give up and, while I share the disappointment of those climbers who have not reached the summit this time, I am delighted that all members of the Expedition are now safely back at Advanced Base Camp.

“The Iceland Everest Expedition is the first phase in a year-long campaign to raise at least £1 million for Iceland’s Charity of the Year, Alzheimer’s Research UK, for research into early-onset Alzheimer’s disease. We are

hugely grateful to everyone who has already given to this great cause, and there could be no better way to show your support for the tremendous achievement of our summit team than by making a donation now. Dementia will soon affect a million people in the UK and almost every family is touched by it, yet research into it attracts only a tiny fraction of the funding provided for cancer or heart disease. Please help us to find a cure for this dreadful disease.”

You can read more about the Iceland Everest Expedition on www.icelandeverest.org.uk which includes a blog and information on how to donate, including a link to our page at www.justgiving.com/icelandeverest. You can also read news and view pictures of the Expedition at www.facebook.com/icelandeverest

Enquiries: Keith Hann, Iceland PR adviser
07831 521870 / 01244 842228
kh@keithhann.com