

Press Release 19<sup>th</sup> November, 2012

## **A Challenging Year Ahead for Team ‘Breakthrough Atlantic’**

There’s now a little over 12 months to go until two family men take on one of the world’s toughest challenges to raise £250,000 for Breakthrough Breast Cancer.

In May 2012 Nick Rees and Ed Curtis announced their lung-busting challenge to row across the Atlantic, unaided, in order to raise money and awareness for this pioneering charity following Nicks’ wife’s diagnosis of breast cancer at the age of just 33.

The Talisker Whisky Atlantic Challenge departs on 2<sup>nd</sup> December 2013 and thoughts are already turning to the stark contrast between the comforts of this Christmas versus Christmas 2013 when Nick and Ed will be alone, mid Atlantic, in a 24 foot rowing boat.

Between now and then Nick & Ed will each have to:

- Get up at 6am 260 times
- Spend 150 hours in the gym
- Accumulate 60+ more hours on their Atlantic rowing boat
- Put on 7+ kilos in weight
- Plan 20+ charity fundraising events
- Manage 85+ blisters on hands and bums!

Nick Rees, 36, from Rowledge, Surrey, says: “There is still a lot of work to do over the next 12 months but we’ve already achieved so much. We’ve bought a great boat, in fact the boat that won the 2011/12 race, raised more than £19,900 for Breakthrough Breast Cancer, and been training hard to get physically and mentally fit. We’ve also engaged a number of schools to get involved in the project - schools can use our trip as a real life learning tool in the classroom. We’ve also talked with a number of potential sponsors who are interested helping us raise the £75,000 we need to get to the start line, in return for branding around the boat, team and (for larger sponsors) individual motivational talks to staff and clients.”

Motivated by the charitable, cause Nick and Ed will row unsupported and self-sufficiently from La Gomera in the Canary Islands to English Harbour in Antigua – a distance of 2,600+ nautical miles. The journey takes on average 50 days to complete.

Journey facts:

- More people have been into space or climbed Mount Everest than have rowed the Atlantic
- The weather is unpredictable and can be extreme with waves over 40 feet high
- Nick and Ed will row 24 hours a day, in shifts of two hours on, two hours off, for the duration
- They will burn 8,000 calories a day and lose 20% of their bodyweight during the crossing.

Father of two Ed Curtis, 37, from Penmaenmawr, north Wales, said: “We’re really excited about the next 12 months. Having just spent 3 days on the boat in the Menai Strait we’re confident in our ability and the boat. We now need to hone our preparation and juggle our two biggest projects – raising as much as possible for Breakthrough Breast Cancer, and attracting sponsors (both big and small) to help us really deliver a ‘breakthrough’ in the fight against breast cancer which affects 1 in 8 women at some stage of their lives.”

To find out more about Ed and Nick's challenge visit [www.breakthroughatlantic.com](http://www.breakthroughatlantic.com). To donate £10 text 'ROWA88 £10' to 70070.

## **ENDS**

For more information and interviews, please contact Nick on 07971 809 369 or [breakthroughatlantic@yahoo.co.uk](mailto:breakthroughatlantic@yahoo.co.uk). Ed can be contacted on 07966 065073 or [edward200275@gmail.com](mailto:edward200275@gmail.com).

## **Notes to editors**

### **The team**

- Nick Rees is a father of two children, Alice (aged 6) and Thomas (aged 4) and is married to Ellen. Following five years at Goldman Sachs, he now works as an investment manager for Absolute Return Partners. His previous challenges include a 100km walk, climbing the highest mountain in north America (outside Alaska) and the London Marathon.
- Ed Curtis is also a father of two children Osian (aged 5) and Betty (18 months) and is married to Nicola. He is a lifelong friend of Ellen and a watersports professional, working at the Plas Menai National Watersports Centre in North Wales. Ed loves a challenge and has spent two months working and camping in the Arctic Circle as well as entering several open water swimming events.

### **Breast Cancer**

- Breast cancer is the most commonly diagnosed cancer in the UK – nearly 48,000 women and around 300 men are diagnosed every year
- One in eight women in the UK will develop breast cancer at some point in their lifetime
- The good news is that more women than ever in the UK are surviving breast cancer thanks to better awareness, better treatments and better screening

### **Breakthrough Breast Cancer**

Breakthrough Breast Cancer funds ground-breaking research, campaigns for better services and treatments and raises awareness of breast cancer. Through this work the charity believes passionately that breast cancer can be beaten and the fear of the disease removed for good. Find more information at [breakthrough.org.uk](http://breakthrough.org.uk).