



News Release July 3rd 2011

**Roy Amos - Land's End to John O' Groats
- the 'End-to-End' Challenge**

The Land's End to John O' Groats challenge remains one of the greatest and most iconic of UK sporting challenges.

Completing the 900 – 1,000 mile traversal between the extreme south-westerly and north-easterly points of the UK, is widely recognised as one of the ultimate tests of physical and mental strength, whether the challenge is taken on by bicycle, walking or one of the less conventional modes such as a skateboard or unicycle.



My 'End-to-end'

On Saturday 28 August 2011, Roy Amos, Head of Contracts at Ashley House will begin his solo 'end-to-end' challenge in aid of Marie Curie Cancer Care.

As much as skateboarding sounded quite a fun prospect, Roy eventually emerged from the haze of fond childhood memories and sensibly opted for the more realistic and conventional approaches of tackling the challenge, by using his recently purchased Dawes touring bicycle.

The record for the cycling challenge currently stands at an astounding 1 day 20 hours 4 minutes and 20 seconds. Roy will be hoping to complete the journey on his two wheels in a more leisurely 12 days. This is still around 80 miles a day, and will undoubtedly be one of the toughest endurance events he has ever undertaken.



Marie Curie Cancer Care

Marie Curie Cancer Care is one of the UK's leading cancer charities, committed to providing high quality care to terminally ill cancer patients and encouraging, funding and undertaking valuable research into life-limiting illnesses.

This year Marie Curie is expecting to provide care to more than 31,000 people with cancer and other terminal illnesses.

However, the tough economic climate has affected charities as well as businesses, government and individuals, making it increasingly difficult to raise money to help to continue their important work in our society.

It is for this reason that Roy has opted to undertake this extreme challenge, in the hope that it will spark people's imagination and despite the hard times faced by all of us, they will reach into their pockets and make a small donation in favour of this fantastic charity.