

June 2008

### **Chainbow Back North Pole World First**

Chainbow, the leading residential property management company, is rallying behind its New Business Manager, Pauline Southam, who has been selected for a 2009 Ice Warrior Expedition to the Geomagnetic North Pole (Arctic) and will attempt to achieve two world firsts.

Pauline aims to claim the title of the oldest lady to reach the North Pole and will be part of the first all women's team of trained novices, if she successfully completes her mission in April next year.

The unassisted journey involves trekking for 300 hundred miles which will take around 30 days across fiord ice, through the Sverdrup Pass canyons, over sea ice and up steep mountains. Her adventure was prompted by a personal milestone, her 50<sup>th</sup> birthday this September.

Pauline explains: "I wanted to do something amazing for my 50<sup>th</sup> year and I think the challenge of my life, trekking to the most northern point in the world, is something quite special. I have always sought out challenges, whether scouting for new business to finding the best shopping bargain and this journey will really prove my worth. I also wanted to be able to give something back to the world, a legacy to help draw attention to climate change."

Throughout the expedition, Pauline and the team will be collecting valuable data samples for scientific research relating to the effects of pollution on global warming and climate change in the Arctic as well as monitoring, counting and recording the conditions of the local polar bear population.

Currently, Pauline and the team are seeking corporate sponsorship to help fund the expedition and the team will be hosting key fundraising events on 30<sup>th</sup> August (tyre pulling along London's South Bank!) and 31<sup>st</sup> August (Punting and Pimms in Oxford), along with other events up to Christmas 2008. Of course, simple donations are also welcome and monies raised above the cost of the expedition will be going to SPARKS ([www.sparks.org.uk](http://www.sparks.org.uk)). For more information, or to make a donation, please contact Chainbow on 0207 928 9944 or e-mail Pauline on: [paulinesoutham@Chainbow.com](mailto:paulinesoutham@Chainbow.com)

**Chainbow was incorporated in 1989 and currently manages over 40 sites with 3,800 leaseholders across greater London and intends to become the provider of choice property management and consultancy services in London.**

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