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## PRESS RELEASE

### **AtlasFram Group tackles Three Peaks Challenge for charity**

**9<sup>th</sup> July 2012**

A team of 11 employees from AtlasFram Group, the Framlingham-based farmers co-operative, will be tackling the Three Peaks Challenge this weekend, in an event which involves walking the highest mountains in Scotland, England and Wales within 24 hours. Starting at 5pm on Saturday 14 July, they will climb Ben Nevis, Scafell Pike and Snowdon to raise funds for Cancer Research and the Royal Agricultural Benevolent Institution.

When the idea was first hatched some months ago 11 of the Group's 40 employees committed themselves to the challenge. As the weeks have passed the training has intensified, with group sessions being held twice a week, together with 15-mile walks along the Suffolk coast and even a day trip to Derbyshire to give those who are new to hill walking some experience of how gruelling it can be. Taking part this weekend will be Graham Aldrich, Tim Styles, Barry Howard, Ashley Gilman, Katya Wilkinson, Andrew Merton, Peter Waite, Tyrone Abbie Lyon, Amy Peach, Campbell-Twells and Ed Thomson.

Graham Aldrich, the AtlasFram Group Purchasing Manager who has been leading the training, comments:

"It's going to be tough for a group of people who are used to sitting behind desks all day to complete such a physical challenge, but their commitment to training has been impressive. We're really excited about taking part in the Three Peaks Challenge and confident about completing it."

Although the team initially set a target of raising £5000 for Cancer Research and the Royal Agricultural Benevolent Institution that was recently exceeded and now they're aiming to double it. Another of the organisers, Andrew Merton, states:

"We have been delighted with the response from our farmer Members and suppliers but still feel that we can raise even more money for these worthy causes. If anyone wishes to donate they can do so by visiting [www.justgiving.com/teams/atlasfram](http://www.justgiving.com/teams/atlasfram). They can also follow our progress during the challenge as we plan to post regular updates on Twitter - [@AtlasFramGroup](https://twitter.com/AtlasFramGroup)."

Further details about AtlasFram Group are available at [www.atlasfram.co.uk](http://www.atlasfram.co.uk)

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**NOTES FOR EDITORS**

**ABOUT THE ATLASFRAM GROUP**

AtlasFram Group is a highly-successful farmer-owned cooperative with an annual turnover of £168 million. Based at Framlingham in Suffolk, it purchases all types of farm inputs and markets combinable crops on behalf of its 1250 Members, who collectively farm more than 300,000 hectares throughout the UK. The Group attracts professional arable and livestock farmers who recognise the value of belonging to a large, expertly-managed input purchasing and crop marketing business operated entirely on their behalf.

In addition to financial savings on a wide range of inputs, from fuel, fertiliser and ag-chem to workshop equipment, tyres, electricity, building materials, feed, animal health products and mobile 'phones, AtlasFram Members benefit from access to a team of product specialists. Working solely in the best interests of Members, they provide expert advice on a wide range of farming-related issues, advise when to place orders to obtain the best discounts and ensure that products are delivered on time, to the right location. Members receive just one monthly invoice that shows all purchases, which further reduces the time and cost of administration.

Further details are available at [www.atlasfram.co.uk](http://www.atlasfram.co.uk)



**The team from Atlas Fram Group who will be taking part in the Three Peaks Challenge**