

Fundraise Tops £2,700 for Polar Academy

The Polar Academy benefits from Beeline's PR team fundraising

Two consultants from Edinburgh-based PR company, Beeline, swapped laptops and phones for a mountain-bike and running lycra to raise over £2700 for the Bo'ness based charity, The Polar Academy.

In late June, Colin Hutchison, a consultant for Beeline PR, completed his own North2SouthBike Challenge in aid of the charity that's focused on positively transforming the lives of young people affected by crushed self-confidence, low self-esteem and anxiety.

Over four days, his North2SouthBike Challenge saw the Edinburgh-based dad of two mountain-bike 250 miles and record over 12,000ft of ascent as he cycled from Ben Hope (Scotland's most northerly Munro) to Ben Lomond, the country's most southern Munro. Pedalling for more than 12 hours a day, the challenge included hike-a-biking up both mountains and enjoying the fast technical descents!



Supported with kit by Tiso and Alpine Bikes, Scotland's leading outdoor adventure retail specialist, Colin raised £1,700 for The Polar Academy.

Equally active was Debbie Byers, founder of the leading boutique agency Beeline PR in 2011. She was among thousands of runners who participated in the 2018 Edinburgh half-marathon. Having not run a half marathon for over 10 years, it was a tough challenge for the Craiglockhart-based mum and PR professional who clocked a respectable time of 2 hrs and 9 mins. On crossing the line she raised more than £1,000 for The Polar Academy.

Debbie commented: "Both Colin and I have been active supporters of The Polar Academy for a number of years and are always impressed to see the generous fundraising activity that takes place throughout Scotland. We felt it was time to do our bit. As a regular social 10k runner I thought I should push myself to run the half marathon. I loved every moment of it knowing that every mile run was supporting a great cause.

"Colin's North2SouthBike Challenge required a lot more training and effort! His extraordinary feat was undertaken in challenging conditions, including hike-a-biking through a sleet storm on Ben Hope and sleeping in almost freezing temperatures in the North West Highlands.

"We're both incredibly proud of the work that we do for The Polar Academy. It feels good to contribute in this way and to be able to give a little back."

The Polar Academy was set-up by Craig Mathieson, Scotland's greatest living polar explorer, in 2013. The charity positively transforms the life-chances and outlook of the young adults it engages, including training participants in expedition and leadership skills. Over nine months, each year a Polar Academy Expedition Team comprised of 14-17 year-old youths undertakes rigorous training at school and in the

Scottish Highlands before committing to a ten day, 100km self supported journey in Eastern Greenland. Throughout, each participant must haul their own 45kg sled, navigate and camp on the ice.

Given the chance to redefine his or her physical and mental limits, each participant returns from Greenland with a 'can do attitude' and equipped to be a positive role model for the local community and among his or her peers.

The Polar Academy annually needs to fundraise £170,000 to effectively operate. It is currently working with pupils from Bathgate Academy in West Lothian, who will go on their Arctic expedition in April 2019.

<http://www.thepolaracademy.org/>