



LONDON'S HIGHEST FLIERS TO TAKE ON "CITY THREE PEAKS" AND RAISE £4M IN ABSEIL OF CITY'S MOST ICONIC BUILDINGS

STRICT EMBARGO: 00:01 FEBRUARY 6, 2015

The most ambitious charity fundraising event in the City of London's history will see 40 thrill-seekers abseil down three of the capital's most iconic buildings later this year.

The Outward Bound Trust City Three Peaks Challenge in association with The Royal Navy and Royal Marines Charity will see the first-ever descents of the outside of 30 St Mary Axe ('The Gherkin'), The Leadenhall Building ('The Cheesegrater') and 20 Fenchurch Street ('The Walkie Talkie').

A strict maximum of just 40 philanthropists, adventurers and entrepreneurs will abseil 1,916ft in total, almost equivalent to the height of 142 double-decker buses, completing the descent of each tower one after the other.

In just a few spine-tingling hours, the event expects to raise over £4m in invaluable funds for The Outward Bound Trust (OBT) and The Royal Navy and Royal Marines Charity (RNRMC). This event follows the success of The Descent of The Shard abseil that The Outward Bound Trust organised back in September 2012 – which raised £2.8m.

This huge sum of money will unlock life-changing experiences for thousands of young people from all walks of life across the country through the work of The Outward Bound Trust. Outward Bound works in partnership with secondary schools and colleges to deliver outdoor residential experiences, focusing on how skills and experiences can be transferred back into the home, school or work environment - raising aspirations and developing effective leaders.

Equally, through the work of The Royal Navy and Royal Marines Charity, the money raised will fund projects and support services that give a helping hand to our nation's veterans and Service families.

The event will take place on Monday 7th September 2015, and will be the first of its kind at all three buildings.

The event will be facilitated by Royal Marines, who also assisted in the execution of the aforementioned Descent of The Shard event in 2012.

Each lucky participant or organisation taking part will commit to raising at least £100,000 for their triple abseil.

Nick Barrett, Chief Executive of The Outward Bound Trust, said:

“Never before has anyone abseiled down these three major London landmarks. This is an unprecedented and jaw-droppingly exciting challenge.

We are very grateful to the Leadership teams of 30 St Mary Axe, The Leadenhall Building and 20 Fenchurch Street, who are helping to provide such a totally unique experience for everyone involved. The three buildings are icons on the London skyline, and were a completely natural fit with this event, which we hope the entire Square Mile will get behind. We are delighted to be working with them on such an exhilarating project.

The opportunity to raise this kind of money in just one day does not come along very often and it will create new, life-changing opportunities for young people across the UK to change their attitudes, skills and behaviours as well as supporting serving personnel, veterans and families through the work of The Royal Navy and Royal Marines Charity.”

The event takes its inspiration from the long-running Three Peaks challenge, in which walkers try to climb the highest mountains of Scotland, England and Wales in the space of 24 hours.

The City Three Peaks is an opportunity for daredevils to seek their next adventure and for those afraid of heights to conquer their fears.

ADDITIONAL FACTS

The Outward Bound Trust was founded in 1941 as an educational charity and exists to unlock the potential of young people from every walk of life through learning and outdoor adventure.

The Outward Bound Trust offers significant bursaries funded by a range of generous supporters. During 2014, 73% of those taking part in an Outward Bound course received bursary funding from the Trust.

The Duke of York, KG is the Trust’s Chairman of Trustees and The Trust is one of the organisations that he dedicates much of his time to supporting.

The Royal Navy and Royal Marines Charity is the principal and chosen charity of the Royal Navy. Last year, the Royal Navy gave c. £8m to serving personnel, veterans and families.

30 St Mary Axe, widely known as ‘The Gherkin’ is situated on the former site of The Baltic Exchange. Whilst The Gherkin isn’t the tallest structure in the City at 180m it stands for significance as an iconic landmark which is synonymous with London and its skyline.

The Leadenhall Building, which at 224 metres is the tallest building in the City of London, was developed by British Land and Oxford Properties. The building was completed in July 2014 and has earned the nickname ‘The Cheese grater’ on account of its distinctive sloping profile, designed to protect views of St Paul’s Cathedral from Fleet Street. The building was designed by world-renowned architecture practice Rogers Stirk Harbour +Partners.

20 Fenchurch Street, EC3, is jointly developed by Land Securities and Canary Wharf Group. Construction officially started in January 2011, the office space completed in April 2014, and the Sky Garden space at the top of the building opened to the public in January 2015. Designed by architect Rafael Viñoly, the 525ft tall, 38 storey building flares outwards from a narrow base and offers 360° of unrivalled views across London.

For more information – or to register to participate in the event – visit:
<http://www.citythreepeaks.org/> or email enquiries@citythreepeaks.org

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Notes to Editors

Social Media Handles

The Event:
Twitter: @citythreepeaks #citythreepeaks
Facebook: www.facebook.com/citythreepeaks
Instagram: #citythreepeaks

The Buildings (where applicable):
Twitter: @30SMAManagement, @LeadenhallBding, @LandSecurities
Facebook: <https://www.facebook.com/pages/The-Gherkin/100549510009534>
Instagram: #20FenchurchStreet

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THE LEADENHALL BUILDING
CITY OF LONDON

