

PRESS CALL

LUDO SET TO COMPLETE HIS ROUND BRITAIN CHALLENGE ON THURSDAY 12th JULY.

Former International yachtswoman and campaigner Dame Ellen MacArthur is set to greet Ludo on his return at the Ellen MacArthur Sailing Trust Offices in East Cowes at 12 noon on Thursday 12th July.

Ludo Bennett- Jones who set sail from East Cowes on Saturday 28th April for his 2500 mile circumnavigation of the coastline of Great Britain is scheduled to complete his epic voyage on Thursday 12th July.

Sailing in a two handed 16ft Wayfarer dinghy sponsored by BT, **Ludo will be the youngest and fastest to have completed this unique challenge** when he arrives back into Cowes. In addition to trying to break two world records, Ludo has been raising funds for the Ellen MacArthur Cancer Trust and Sport Relief, charities supported by BT.

An accomplished sailor Ludo has demonstrated enormous determination and great skill to complete his task in what can only be described as some of the worst weather conditions Britain has experienced in recent years.

Traversing the Bristol Channel, one of the UK's busiest shipping lanes, rounding Cape Wrath, one of the most unpredictable corners of the Scottish Isles and visiting all four UK countries in three consecutive days in May (possibly another first in a dinghy) are just some of the extraordinary highlights from his journey. He will have been away for 76 consecutive days sailing with several different crew members to help him complete his challenge. His exploits and experiences have been well documented in Ludo's blog which can be found on the www.loveludo.com website.

.Please contact Sue Hardwick for further information on 0207 499 8600 or 07710 260743

Notes to Editors:

The Ellen MacArthur Cancer Trust is a national organisation that takes young people aged between 8-24 sailing to help them regain confidence, on their way to recovery from cancer, leukaemia and other serious illness

Sport Relief is a huge, national fundraising event that brings the entire country together to get active, have fun and change lives. The money raised is spent by Comic Relief to help people living incredibly tough lives, both at home in the UK and across the world's poorest countries.