

FOR IMMEDIATE RELEASE

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Adventurer Holly Budge races 25 semi wild Mongolian horses 1000kms in 9 days

Holly Budge made history last year as the first woman to skydive from 29,500ft over Mount Everest and now sets a new world record, completing the world's longest horse race of 1000kms in 9 days.

The 30-year-old adventurer based in Bristol, UK, follows last year's Everest challenge by riding 1000km of tough Mongolian terrain in the gruelling Mongol Derby. [www.themongolderby.com]

The adventure, which Guinness World Records have confirmed is the longest horse race in the world, tested Holly's nerve, fitness, endurance and riding ability to the limit. From the start, at Kharkhorin, the ancient capital of the great Mongolian empire, she raced to the finish line more than 1000km away in just 9 days, changing horse every 40km in a format inspired by Genghis Khan's ancient postal system of horse messengers which crossed Mongolia to Europe.

Holly spent up to 13 hours in the saddle everyday, navigating from horse station to horse station through the Mongolian steppe, overcoming a hazardous night in the mountains without water, losing one of her steeds and recovered another from sinking in a bog. Holly shed all of her modern equipment along the way to lighten her load and to experience the real Mongolian culture, eating only mutton and goat, drinking fermented mare's milk and sleeping in local Mongolian *gers*, in temperatures fluctuating from 35 degrees to sub-zero.

She says: "The Mongol Derby was a truly awesome adventure. I experienced Mongolia in a very unique way, riding in vast wildernesses with total freedom, eating Mongolian food, including Marmut and sleeping in nomadic family *gers* most nights!"

Holly rode 25 semi-wild Mongolian horses in total, an extremely tough breed that has changed little since the Mongol hordes swept across Asia in the early thirteenth century. 800 unshod horses were lined up for the race, with a team of international vets stringently checking their heart rates after each section, before allowing the riders to continue.

Holly is an experienced equestrian who has successfully competed in British Eventing for many years. Other highlights include winning The Riding Club's National Open Showjumping Championships, in 1998, and representing England the following year in the Amateur Nations Cup, in Ireland.

Holly is also an experienced skydiver and freefall camera flyer with more than 2,000 jumps, a qualified rock climbing instructor and an accomplished snowboarder.

Holly's principal sponsor for this adventure was IT hosting company, Memset. Kate Craig-Wood founder of Memset.com was also part of the team who skydived with Holly over Mount Everest and she jumped at the chance to support Holly on her next quest. "Holly is an inspiration to all female adventurers and I really hope our support will help get through this grueling challenge."

Thought Den are Holly's creative digital partners and are responsible for ensuring Holly makes a splash and ruffles some feathers in the digital world. Where Holly climbs, flies and gallops, Thought Den follow close behind helping the rest of the world keep up! As viral marketing specialists they maintain Holly's site and spread word of her adventures through the latest media channels such as Twitter, Facebook, global positioning widgets and the humble blog. For more information visit www.thoughtden.co.uk

The Mongol Derby started on August 22 2009 and Holly finished on August 31 2009. The race was organized by The Adventurists, based in Bristol. For more information visit www.theadventurists.com

Ends

Notes for Editors

For more information, pictures or to arrange an interview with Holly Budge, call 07770507686 or email holly@hollybudge.com. More information about the Mongol Derby can be found here: <http://www.themongolderby.com>

About Holly Budge

As well as being an adventurer, Holly Budge is an award-winning interactive designer who gained a First Class Honours Degree in Interactive Media Production from Bournemouth University. Over the last five years, Holly has drawn on her knowledge of skydiving and her design skills to produce E-FLI, an award-winning online e-learning platform for skydivers. E-FLI is now in use on a global scale

www.e-fli.com

www.hollybudge.com

Holly's supported charity

Mercy Corps exists to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities. Mercy Corps helps people affected by disaster, conflict, poverty and instability.

www.mercycorps.co.uk