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MOTIVATION FOR SPONSORING THE EVEREST EXTREME ART EXPEDITION

The relationship between Nikwax Directional Fabrics® and the Everest Extreme Art Expedition is the sort of cohesive sponsorship others aspire to.

The business philosophy of the Nikwax group of companies (Nikwax® Waterproofing, Nikwax Directional Fabrics® and sister company Páramo®), is to provide the ultimate in comfort for the outdoor enthusiast; be it by provision of technical fabrics combined with superior design in outdoor garments or by maintaining clothing and gear with easy and safe to use aftercare products.

Managing Director, Nick Brown, is personally motivated to support less advantaged communities. He was instrumental in setting up a training and production facility in Colombia for Páramo® clothing. This facility provides a kindergarten for the workers' children and is part of a social programme to provide valuable skills to 'at risk' women in Bogota who want to improve their lives.

The symbiosis of the partnership between Nikwax Directional Fabrics® and the Everest Extreme Art Expedition will make a tangible contribution to a disadvantaged community as well as supporting those seeking to go beyond their personal boundaries. Sculptor, Oliver Barratt, has created an inspiring monument to the 174 climbers who have died attempting to conquer Everest. He aims to make his mark and help to raise money for the highest hospital in world in Pheriche, Nepal. Two days trek from Everest base camp, the hospital is run entirely by volunteers and serves climbers and trekkers as well as the local community. Since opening, the hospital has reduced fatalities due to altitude sickness from 1 in 500 to 1 in 30,000. Equipment for the hospital needs to be simple and low maintenance – volunteers need to be skilled and committed.

In addition, the Everest Extreme Art Expedition offers a rare opportunity to test the effectiveness of Nikwax Directional Fabrics® in a unique working environment. The sponsorship from Nikwax® has involved a donation to the hospital and the artist. The team taking the sculpture to Pheriche has also been provided with suitable Páramo® clothing, which uses the Nikwax Directional Fabric® systems.

For details of Nikwax and Páramo products contact 01892 786400 or 01892 786444 or visit www.nikwax.co.uk or www.paramo.co.uk. For more information about the Everest Memorial Trust, visit www.emt.org.uk

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