

CAMBERLEY BUSINESSES CELEBRATE TEAM GB SUPERFAN'S NUTTY 10,000KM CHALLENGE

British adventurer, Jamie Ramsay, visits Meadows Business Park to give account of his epic journey

On Wednesday 28th July, over 200 employees and families from the Meadows Business Park in Camberley gathered to meet Jamie Ramsay, the British adventurer who just completed an epic 80-day, 10,000km cycle journey around the UK to rally the nation's support for Team GB.

With the Olympic Games in full swing, Jamie held an engaging talk to share insights from his journey and why he feels it is important that people at home get behind our athletes. To show his support for our athletes, Jamie cycled the equivalent distance from London to Tokyo, naturally fuelled with plenty of Whole Earth peanut butter - a brand located at the business park and the official peanut butter supplier to Team GB.

Whole Earth originally planned to send Jamie the whole way from London to Tokyo. When Covid thwarted these plans, Ramsay re-routed the journey around the UK, to inspire Britain to get behind Team GB.

Employees at Meadows Business Park gave him a warm welcome as they settled to hear about his 'nutty' tour of the UK, followed by a summer party with live music, sporting games and with local businesses Rockitfish and Food for Thought supplying food and drinks.

The event included a raffle to win a sporting bike voucher, with proceeds raised for the [Little Lives Charity](#) – a charity committed to supporting disabled and disadvantaged children in London communities.

During his journey, employees from Ecotone UK - Whole Earth's parent company - challenged themselves to beat Jamie's journey distance, measuring their combined physical activity by an app. Splitting into 'Team Crunchy' and 'Team Smooth', the final winner was decided with a spirited tug-of-war.

Since being waved off from Queen Elizabeth Olympic Park on 5 May by Team GB star Helen Glover MBE, Jamie has racked up 650 hours in the saddle, averaging between 130km – 200km cycle rides per day. He reached his final destination, the pun-intended Stokeyo (Stoke-on-Trent) on the 23rd July.



Jamie hit some impressive milestones. His daily vertical ascent was higher than Ben Nevis and he climbed a total of 120,000 vertical metres, over 13 times the height of Everest. Like his Olympic heroes, he faced adversity: battling 21 days of non-stop rain, a sweltering heat wave and bike repairs on nearly every part of his bike. Jamie was even pinged by the NHS Covid app, requiring a 4-day isolation period at the latter end of his journey.

Jamie says: "I've always been nuts for Team GB and peanut butter, so when Whole Earth approached me two years ago with the idea of a naturally-powered journey to the Olympic Games, I jumped at the chance. Sadly, travelling to Tokyo wasn't possible in 2021. This trip has shown me the extreme lengths I'll go to for my beloved Team GB. It's been so special to be welcomed by employees at Meadows Business Park. Retelling my adventure reminded me how nutty it has been. The pandemic impacted my journey throughout, with the isolation period at the end almost derailing my finale. Yet with grit and patience during isolation, I made it to Stokeyo in time!"

Jamie harnessed the benefits of protein-packed peanut butter to fuel his journey and polished off 50 jars of Whole Earth. He also discovered new and wacky ways to enjoy it, including peanut butter on top of fried haggis, Cornish ice cream and Welsh cakes.

Kirstie Hawkins, Whole Earth brand controller, says: *“Jamie is amazing. There isn’t a nuttier Team GB fan out there. We are very proud of what he has achieved and have looked forward to celebrating his accomplishment in Camberley as we are all allowed to meet up once more. Jamie’s passion and determination is admirable and inspires us all to cheer on the Olympics this year.”*

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Notes to Editors

For more information, images, or an interview with Jamie Ramsay, please contact Highlight PR on 01225 444268 or e-mail kara@highlightpr.co.uk

About Whole Earth:

Founded in 1967, Whole Earth creates natural and wholesome foods that are good for you and good for the planet. With a firm commitment on real, down-to-earth goodness, Whole Earth makes peanut butters and other products that are made with only natural, wholesome ingredients with nothing artificial added. Whole Earth is the UK’s no.1 peanut butter brand and is best known for its growing spreads portfolio.

About Whole Way to Stokeyo:

Full details of Jamie’s journey can be found at:

www.wholeearthfoods.com/teamgb/wholewayjourney

The challenge was devised in accordance with government guidelines and socially distanced.

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