



PRESS RELEASE – Immediate Release - 27th January 2004



ShockStoppers Stop the Shock for Arctic Athlete

Having proved their resilience by withstanding temperatures of over 130 degrees throughout 50 solo marathons in the blistering heat of Death Valley, Arizona, Sorbothane Shockstoppers have now proved their worth in the opposite weather extreme - providing vital impact protection for one of the world's most intrepid dog mushers in the debilitating sub-zero temperatures of the Arctic.

Gary Rolfe is skilled at handling huskies in polar regions, often travelling solo and totally unsupported with no re-supply from the outside world. He has completed three Arctic Ocean expeditions with dogs and this month is setting out again to the region which is famous for its violent storms, cracked floe edges and hunting polar bears. Gary comments " Whilst training, I run between 100 – 120 miles a week, and during a single Arctic winter, I cover 1000's of expedition miles by skiing, walking or running alongside the sled and the huskies in order to generate body heat to stave off hypothermia. Fitness is the basis for everything I do but this relentless schedule hammers my feet. I just cannot afford to use less than the best equipment, and so I have discovered that the unique cushioning properties of Shockstopper insoles effectively soak up the punishment of my training and expedition regime and ultimately enable me to push that little bit harder without fear of injury. During my last expedition I pushed Shockstoppers to the limit and they have proven their worth by effectively protecting my feet and legs from the pain of jarring and the risk of aggravated injuries. I would not hesitate in recommending them to any active person, and they are certainly an essential part of my kit for my next polar trip. "

Continued//

STOP THE SHOCK: Every time the foot makes contact with the ground, invisible but highly damaging impact shockwaves reverberate through the feet and up the skeleton, leading to ankle, knee, hip and back pain and aggravated injuries such as Achilles Tendonitis and shin splints. A simple solution, the UK's leading SORBOTHANE SHOCKSTOPPER insole is manufactured from a unique visco-elastic polymer which dissipates 94.7% of impact shockwaves, seriously reducing the pain of jarring and reducing the risk of aggravated injuries. Recommended by medical experts, Shockstoppers are proven to alleviate the soreness and stiffness often felt during and after running, walking and jumping and are suitable for use in any footwear. Available in sizes 3 - 13 from sports and outdoor retailers, to find out more click on www.sorbothane.co.uk or phone 0870 990 1357.

The last word - Sir Ranulph Fiennes says : “ The Arctic can be savage. There alone in 2000 I almost paid the ultimate price with my life. Gary Rolfe’s consistent and proven track record sees him now at the highest level as an exponent of a skill few have mastered, the craft of handling huskies in polar-regions. It’s a specialist area that makes huge demands on people, dogs, critical gear and skills alike.”

For more information about Gary click on www.garyrolfe.com

Editor footnote: Sorbothane Shockstoppers are also presently being put to the test by Rosie Swale Pope, a 57 year old British women who is currently running solo around the world. Watch out for updates!

ends

Sorbothane Media contact;

Liz Talbot, Talbot PR

Myers Farm, Jeffrey Hill, Longridge, Lancs ENGLAND PR3 2TU
Tel 01772 78 58 58 email talbotpr@btinternet.com