

Today, we've announced our sponsorship of Cath Pendleton's attempt at the Ice Sevens Challenge, the toughest challenge in ice swimming.

A leading international ice swimmer, Cath is making a major bid to complete seven ice miles across the seven continents over the next two years.

An ice mile involves swimming one mile in water of 5°C or less. The swim must be unassisted and with one pair of goggles, cap and standard swimming costume. Cath is looking to complete swims in Africa, Asia, Europe, North America, South America, Oceania and a Polar Region, which will form the full challenge. In addition, at least one of the miles must be a zero ice mile, meaning the water temperature must be less than 1°C. In order to complete the challenge, all the swims have to be ratified by the International Ice Swimming Association (IISA).



The two-year deal sees us support the swimmer through funding her travel around the globe as she bids to complete an ice mile in each of the seven continents. If successful, Cath will make a major mark on this extreme sport, as currently only two people have completed the challenge.

We join Source Insurance Limited in sponsoring Cath's next swim, an ice mile in Antarctica in February 2020, followed by a mile in the Arctic. So far, she has completed one ice mile which count towards the title. On Friday, 31st January she hopes to successfully complete and Ice Mile in Morocco, which will tick off Africa and a successful Zero Ice Mile in February in Antarctica will make it three ice miles. Four more will follow over the next two years.



Cath describes ice swimming as the ultimate personal challenge, having discovered her passion for open water swimming whilst competing in triathlons. In September 2015, she started to swim without wearing a wetsuit and really enjoyed the challenge of swimming in cold water and discovered a great buzz from the experience.

On the agreement, Nicholas Donnelly, Young's Communication Manager says: "Cath's achievements swimming the Channel and completing several ice miles personifies our company values of meeting challenges head on and inspiring others. The ice mile is the ultimate achievement in ice swimming and Cath's tenacity for the challenge demonstrates we are all capable of doing exceptional things."

Cath Pendleton shared: "I'm proud to be working with Young's over the next two years and its support will play a key role in my journey to taking on the toughest challenge in ice swimming. I'm passionate about showing that anything is possible when you put your mind to it, I never thought I'd be comfortably swimming in sub-zero temperatures, but here I am now. Working with Young's will give me a great opportunity to inspire more people to pursue their goals."

For more information, please contact Nicholas Donnelly.

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