

Bridgedale's Triple Sponsorship

Northern Ireland-based sock manufacturers Bridgedale recently announced a series of sponsorships that makes them one of the most hands-on manufacturers in the walking market.

Firstly, Bridgedale, in association with Sprayway, have again supported the Irish team to the annual ECO Challenge, which takes place in a different location in October each year and is the world's leading expedition race. It attracts the best adventure athletes from around the world.

This year the venue was South Island, New Zealand and a total of 75 teams traversed 400km of breathtaking terrain and were tested in six disciplines: lake kayaking, mountaineering, pack rafting, mountain biking, fixed ropes and horseback riding.

Our photo shows Irish team captain Noel Hanna (left) with fellow team member Gary Robertson of Tollymore Forest Park.

Between May and September, the Kota Mama expedition sailed across rivers in Bolivia and Brazil in a traditional reed boat, aiming to show that the ancient people of South America could have reached the ocean in such craft.

Led by Colonel Blashford-Snell, a seasoned explorer, the adventure took 83 days, at the end of which the reed boat was waterlogged but (say Bridgedale) the socks weren't!

Bridgedale is also supporting War Child Charity on the Iran-Afghan border in a bid to help young victims of war. The company has generously donated socks from its Light Hiker, Trekker and AT Boot Plus ranges.

