

To: Helen Clarke[REDACTED]
From: Helen Clarke
Sent: Tue 9/4/2018 2:35:34 PM
Subject: Strive Challenge 2018 - Richard Branson

Hi there and apologies for the generic email – please don't delete me just yet!

This is Helen Clarke – Sir Richard Branson's PA.

Without his knowing, I have 'stolen' Richard's contact list to see if I can do a bit of good on his behalf for some wonderful educational causes that he and his children Holly and Sam support through Big Change, a UK based charity – www.big-change.corg.

For the whole month of September, Richard is embarking on this years' Strive Challenge – www.strivechallenge.org. As in 2014 and 2016, he once again plans to do the whole thing! Some 2000 kilometres of biking, canoeing, sailing and hiking from Sardinia through Corsica, across France and the 'piece de résistance' finishing up by climbing the highest mountain in Europe, Mont Blanc.

As a side note, Richard doesn't like to ask for donations for charity events that he is personally involved in due to a concern that people will say "surely he can afford it himself!". He has largely funded the Strive Challenge but it would be so great if people that he's been in touch with over the years could chip in a pound/dollar (or more!) to his Virgin Money Giving page - <http://uk.virginmoneygiving.com/RichardBranson6> - to support this incredibly worthwhile cause.

It would be great to give him a big surprise on 1st October when he finishes the challenge and can see how much money he has been able to personally raise from his efforts!

You can keep track of Richard and the whole team's progress at www.strivechallenge.org.

Thanks so much in advance. I know you all get approached for donations on a regular basis and so anything that you're willing to donate will be massively appreciated!

Wishing you all the best,

Helen

If you'd like to donate to Sir Richard Branson's Strive Challenge 2018 Virgin Money Giving page please visit - <http://uk.virginmoneygiving.com/RichardBranson6>

Helen Clarke | PA to Sir Richard Branson

Email me: [REDACTED]

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