



23rd June, 2009

RoadCraft to support challenge of a lifetime

RoadCraft is proud to announce their support of the Mizone 7 in 7 Challenge. The initiative to take place in November this year is a world-first attempt to run New Zealand's 7 'Great walks' in 7 consecutive days. The challenge is the brain child of Malcolm Law (49) and aims to raise \$50,000 for a great cause – The Leukaemia & Blood Foundation of NZ.

Having lost his brother to leukaemia when he was 13, Malcolm has supported the foundation through and through. His determination to raise awareness has inspired him to take a year off work and fully dedicate himself to the challenge.

RoadCraft will back Mal and his support team every step of the way by providing a fleet of Base Jumpers for the journey. The Overland Camping Vehicles (OCV's) designed and manufactured by RoadCraft are built for the adventurous at heart and share Mal's passion for the outdoors and relentless pursuit of the unknown. Never one to shy away from such a monumental task, the Base Jumper is the perfect vehicle to get Mal through some of New Zealand's most remote and demanding landscapes.

Gray Borrell, from RoadCraft says the challenge is a huge undertaking and superb way to raise awareness and support for such a worthy cause. "RoadCraft is no stranger to pushing boundaries and Mal's commitment to the cause is nothing short of inspirational."

Mal is realistic about the road that lies ahead and is very much looking forward to the opportunity of a lifetime. "The thought of running the equivalent of 9 off-road marathons and climbing Mt Cook twice all within 7 days is daunting but with the support of RoadCraft and others I'm determined to get there. Finishing it will be one thing, but I'll only count it as a total success if I can raise the much needed \$50,000."

RoadCraft encourages everyone to get behind the 7 in 7 Challenge. You can help by sponsoring Mal and becoming a 'Friend of the Challenge'. You'll also be entered into monthly prize draws to win some great prizes, including a weekend getaway in a RoadCraft Base Jumper.

To sponsor Malcolm visit his website - www.7in7.org.nz

END

For further information, please contact:

Gray Borrell
Marketing Leader
RoadCraft
www.roadcraft.co.nz
021 271 5300

RoadCraft manufacture and distribute NZ made Overland Camping Vehicles (OCV's) to the domestic leisure market.



Outdoor junkies choose RoadCraft – people who are serious about getting out there and doing it. They want the best – the drive, the gear, the place. The RoadCraft Base Jumper offers a revolution in design and functionality. Getting in the zone has never been this exhilarating – until RoadCraft.