

12 October 2023

BREAKING NEWS: Our CEO set to take the PLUNGE

It's been nearly a week since Layne's remarkable achievement of completing the 36-half Ironman challenge, and the excitement and pride still resonate within us!

For those who closely followed Layne's journey, you saw that every day, after conquering a Half Ironman, he immersed himself in an ice bath. Layne firmly believed in the recovery benefits of this practice, and he even convinced many friends and family members to give it a try during the challenge.

We are in absolute awe of Layne's incredible feat, and to give it one final push, our CEO, Jo Armstrong, has courageously volunteered to take on the Ice Bath Challenge if we reach Layne's fundraising goal of \$100,000 by next Friday, October 20th!

Layne's tally currently sits at \$44,031, meaning we have just \$55,969 to go!

Let's rally behind this extraordinary endeavour, donate generously, and watch our CEO **get comfortable being uncomfortable** for the sake of our incredible cause!