

ARJENT

Third Annual Charitable Mountain Climbing Challenge

We are proud to announce that a member of the ARJENT team, Gregory Perdon, will attempt to climb two high altitude rock climbs within two days this September with the objective of obtaining donations for UK Charities. The climbing will take place in Chamonix, France and our target this year will be to raise £7,000.00 for the ARJENT Charitable Trust.

Gregory, Head of Alternative Investments at the London based Investment House is aiming to obtain contributions from friends, family, business partners and clients for the underlying charities which the ARJENT Charitable Trust supports. Gregory and ARJENT's CEO, Tony Woodward, are funding 100% of the expedition costs, therefore ensuring that all money raised will go directly to the causes. The Trust has chosen the following organizations: The Breast Cancer Campaign, Jeans for Genes Campaign, Guide Dogs for the Blind and the Willow Foundation (which provides fun days out for young adults with terminal illnesses).



Summit of La Dent Blanche - Switzerland - July 2007

After successfully ascending La dent Blanche during the summer of 2007, raising £6,000.00 during the Second Annual Challenge (see above right for summit photo), this year Gregory will attempt to ascend both the South Face of the Aig du Midi (3842 meters) along with the Nabot Leon route on the Aig de Blaitiere (3522 meters) within 48 hours. The summit team will consist of Gregory and Christophe Bressand, a well known guide from Chamonix.

"We are very supportive of the efforts that are being made to encourage Charitable Giving at ARJENT. It is especially important this year because of the current Credit Crisis many charities are due to receive less funding and we want to send a firm message of support to these organizations that we remain committed to the cause", stated Tony Woodward.



Nabot Leon route - Aig de Blaitiere

Gregory added, "Soft-line growth (a measure to benchmark how your company contributes to the bettering of the community) is an important theme for us and my only hope is that it becomes as mainstream as possible as fast as possible. Being a financial services professional today means facing many challenges, one of which is how to effectively give back but more importantly, how to encourage others to take on similar charitable initiatives. I believe that everyone should make an effort to donate a little bit of time and money every year to charity. I recognise that climbing two mountains in two days will have no impact on society, but if one or two of my friends or colleagues decide to do the same, the game begins to change. My belief is that in the future, we will not only be judged by our performance but also by the effectiveness of our contributions to society. This is how capitalism will evolve and we want to help push forward that change."



South Face of the Aig de Midi

If you would like to support the ARjENT Charitable Trust by contributing please:

Post a check in GBP or EUR made out to the 'ARjENT Charitable Trust' to:

ARjENT Charitable Trust
Att: Tracy Power
140 London Wall - 6th Floor
London EC2Y 5DN
United Kingdom

If you are in the USA, you may alternatively make a USD payment via paypal to gregorywp@msn.com

Or you are welcome to contact Tracy Power on power@arjent.co.uk
or tel: +44 (0)207 965 0690 to make other arrangements.

The ARjENT Charitable Trust is part of the Charities Aid Foundation, registered number 268369

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