

Press release

Local website developers get revved up for charity

- *what links Bournemouth and Wimborne with Imola?*

Bournemouth, UK, October 28, 2003 --- Let it never be said that theirs is a self preservation society. Web gurus Rich Wild and Mark Tillotson, and their trusty 1987 Mini named Gina, are joining a fleet of 100 other Minis in Italy for their very own 'Italian Job' in order to raise money for children's charity NCH. The little cars set off from Imola, the famous Ferrari and Formula One circuit, on November 1st. As the miles clock-up over the 10-day rally they will travel over mountain passes, ancient bridges, and even lap the famous Lingotto circuit - the ex-Fiat roof-top testing track.

"We are hoping that Gina will keep up with the pace and help us to raise loads of money for NCH", comments driver Rich Wild. "She's now all ready for her Italian adventure: we've even painted some smart flames on the bonnet, so she looks the part."

Being website developers, the guys couldn't miss the opportunity to build a bespoke website, so that we can track their progress and adventures. The site will be updated daily while they're away with a digital diary, and there will be a forum for anyone to chat with them and leave messages.

Co-driver Mark Tillotson is no stranger to mobile websites, having taken part in a challenge to operate one from the middle of the Atlantic earlier this year. He adds "This new venture should go some way to prove that us web guys do more than surf in our spare time!"

And it has already inspired both Rich's employer, E-mango of Bournemouth, and Mark's employer Wordsun of Wimborne, who have jumped on board with sponsorship. For further information about the Italian Job trip and how to make donations please visit the guys' website at <http://www.italianjob2003.co.uk>

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