

26 February 2008

Alison Richardson swaps Iceland for the desert!

Having tackled Iceland on a horse called Taxis in 2006, intrepid Brown & Co commercial agent Alison Richardson is off to ride through the Jordanian desert on an Arabian horse with no name.

Participating in the British Horse Society's Bedouin challenge in April, Alison will be trekking across Wadi Rum, riding through sand dunes, canyons and dry oasis for six days. Her spirited Arabian horse is used to the Bedouin style of horsemanship, adding to the difficulties.

"Living off traditional Jordanian dishes and sleeping under canvas, we are facing cold night, unpredictable weather and sandstorms," says Alison. "It's going to be a challenge but I'm greatly looking forward to it – particularly the breathtaking scenery."

While raising funds for the BHS Welfare Fund, Alison and her trekking companions plan to visit the Brook Clinic at Petra. The UK's leading overseas equine welfare charity, the Brook helps improve the lives of horses, donkeys and mules working in the poorest parts of the world where these animals often form the backbone of the economy. The clinic at Petra treats over 700 horses and donkeys mainly employed in tourism. The group plans to provide practical help and present gifts including girths, headcollars and numnah to help prevent saddles sores.

Alison is grateful for the support of sponsor including property and business consultants Brown & Co, Holly Landscapes, BW Mack and Glazewing Waste Management Ltd.

ENDS

For further information, please contact

Alison Richardson Brown & Co

01553 770771

a.richardson@brown-co.com

Sue Jupe

SMJ Communications

01603 614319 / 0780 390 6356

sue@smjcommunications.co.uk

Notes to editors

Brown & Co is a firm of independent rural property, land and business specialists operating from ten offices in the East of England, London, Poland and St Lucia.

Specialist services include:

- Land Agency
- Residential Agency and Lettings
- Commercial Property
- Agricultural Business Consultancy
- Estate Management
- Planning and Development
- Building Services and Surveys
- Auctions
- Overseas Consultancy Services
- Dispute resolution.