

FOR IMMEDIATE RELEASE

WOMEN ON A MISSION TO REACH HIGHER GROUND

Independent all-ladies team to trek to Everest Base Camp
in support of **Women for Women International (WFWI)**
championing the lives of women from war-torn regions

Singapore, September 2012 - An

independent, self-funded all-ladies international trekking team from Singapore and Europe, will be heading to Everest Base Camp in Nepal (5,364 meters - 17,598 feet) on October 28, 2012, led by Mount Everest summiteer, **Valerie Boffy**, to raise awareness and funds for women survivors of war around the world. Boffy and her team are supporters of **Women for Women International (WFWI)**, an independent non-profit humanitarian organization which provides women survivors of war, civil strife and other conflicts with tools and resources to move from crisis and poverty to stability and self-sufficiency, thereby promoting viable civil societies.



WfWI operates in Afghanistan, Bosnia and Herzegovina, the Democratic Republic of the Congo, Iraq, Kosovo, Nigeria, Rwanda, and South Sudan, with its headquarters in Washington, DC and executive/fundraising offices in London and New York. The organization was founded in 1993, by Zainab Salbi, an Iraqi American who is herself a survivor of the Iran/Iraq War, and counts **Her Majesty Queen Rania of Jordan** as its Global Ambassador. For more information please visit Women for Women International's website: <http://www.womenforwomen.org>



Expedition leader Valerie Boffy (pictured left), a French national and resident of Singapore, successfully summited Mount Everest this past May 19th 2012, under perilous blizzard conditions. She is one of the protégés of Singapore's own top adventurer Khoo Swee Chiow - himself recently back from conquering K2 in



Pakistan, adding to his already incredible roster of mountaineering feats. Khoo is the 1st South East Asian and the 4th person in the world to complete The Explorers Grand Slam: the South Pole, the North Pole and the Seven Summits.

This October 2012, operating as Everest Base Camp Trek Campaign, Boffy will be leading a team of ten incredible women – seven of whom reside in Singapore, and the other three in Europe - to Kathmandu in Nepal, on a two week trek, which will commence from the village of Lukla (2,860 meters - 9,383 ft), through the Khumbu Valley, to culminate at Everest Base Camp (5,364 meters - 17,598ft) where the team will plant the flag of Women for Women International and carry messages, and their hopes for peace in the world.

“This campaign will be bearing the flag for all women, and will symbolize the bond of partnership linking the women who are trekking to Everest Base Camp and the women who are facing their own challenges in countries affected by conflict. It will highlight how we are connected despite our differences and how we must support each other in our efforts to make this world a better place. I am honoured to be leading this expedition and to continue to support a charity that is very close to my heart”, stated Boffy who will be doing this particular trek for the third time in less than 18 months.



The expedition team of this Everest Base Camp Trek Campaign, is formed by 10 amazing women with diverse nationality and background. While they are all incredibly successful in their careers, they are equally passionate in supporting charitable causes and helping the less privileged. Here is a brief introduction on the team members:

1. **Valerie Boffy:** Resident of Singapore, former French national junior gymnast and volleyball player, Valerie has also had a very successful international business career. She is only the 6th French woman to have ever summited Mount Everest.
2. **Jacqueline (Jackie) Wong:** Jackie is the CEO of Temasek Trust, the philanthropic arm of Temasek Holdings. While having a very successful corporate career, Jackie is also a passionate adventure traveler, who does what she can to support less privileged women.
3. **Christine Amour-Levar:** Resident of Singapore, Christine is a French Filipina author, fashion entrepreneur & marketing consultant, who has had a diverse, international career across four continents. She recently published The Smart Girl's Handbook to Being Mummylicious.
4. **Emily Teng:** A true blue Singaporean national, Emily is a producer/presenter at SAFRA Radio's Power98FM. She was recently named winner of Yahoo! Singapore's 'SINGAPORE 9' awards in the social enterprise



category, for her work with her own non-profit projects, 'Blessings in a Bag' (BIAB) and 'OKRA'.

5. **Jacqueline Lee Detert:** South African assistant racehorse trainer based at Singapore's Kranji Racecourse. She was the youngest person in South Africa to be granted an assistant racehorse trainer's License, and is currently one of only three female assistant trainers in Singapore.
6. **Karine Moge:** A French photographer who teaches photography in Singapore. She gave up her career as an international investment banker to pursue her passion for photography, and uses it to support charitable causes. Karine will be holding her first exhibition in Paris later this year.
7. **Neena Ali:** A British artist of Indian parentage, who runs an art school in Singapore. Prior to this, she has worked in the fashion industry for many years, for brands like Gucci, YSL, Donna Karen, and later for Deloitte and Touche, Marks & Spencer and RBS.
8. **Hermine Matzer van Bloois:** a British national of Dutch parentage, Hermine is the Global Director of Retail Design at Hugo Boss based in Germany, responsible for the brand's store design and visual merchandising worldwide.
9. **Maysoune Ghobash:** An Emirati Russian fashion entrepreneur whose father, Saif Gohbash, was a Foreign Minister of the United Arab Emirates. She is an established Jewellery Designer and Fashion Entrepreneur based in London, where in 2011, she co-founded fashion website Motilo.
10. **Margaret Partridge-Hicks:** Originally from California, lives in London. Margaret previously worked as an investment banker in New York and London. Today she is involved in philanthropy through her family's charitable foundation and has a passion for adventure, travel and photography.

The Everest Base Camp Trek Campaign is an independent effort generously planned and supported by supporters of Women for Women International and is not sponsored by the organization. The campaign will be kicked off on October 16 with a fund raising event at The American Club. At the event, Singapore-born, Hong Kong-resident **Annabelle Bond** (pictured right), a recognized international adventurer, will share her experience and recount her astonishing climb of all Seven Summits in less than one year. Ticket for the event is priced at \$???. Net proceeds of the event will be donated to Women for Women International and tickets can be purchased via this American Chamber of Commerce link: http://www.amcham.org.sg/2012_10_16-Women-For-Women



The fund raising event is supported by the American Chamber of Commerce of Singapore, Adventure 21, Little Mandarins School and Skyy Creative Consultant.



HOW TO CONTRIBUTE TO THE EVEREST BASE CAMP TREK CAMPAIGN

Team members will be covering the cost of their own trek, and have also committed to raising USD \$7,000 or SGD \$10,000 each for Women for Women International. If you would like to donate to their cause, please go to the combined UK & Singapore teams' trek page at <https://www.justgiving.com/teams/TrekEverest2012wfw> and share your hopes for peace by sponsoring one of the members.

The press release is issued by Skyy Creative Consultant Pte Ltd

For media queries, please contact

- Christine Amour-Levar
Email: Christineamourlevar@gmail.com Mobile: +65 9170 5237
- Cherie Ng (Skyy Creative Consultant)
Email: Cherie@skyy.com.sg Office: 6569 1680 Mobile: +65 9746 0372
- Eileen Chen (Skyy Creative Consultant)
Email : Eileen@skyy.com.sg Office: 6569 1680 Mobile: 96416836



To follow the team's journey, LIKE their Facebook page
<https://www.facebook.com/WFWIBaseCampTrek2012>



Team Member, Emily Teng, will be reporting LIVE from the trek via Power 98FM Radio.



Everest Base Camp Trek Campaign

More Details on the team members

1. **Valerie Boffy** is an ex-French National Junior Team Gymnast and Volleyball Player, who has also had a very successful international business career working her way from regional to worldwide executive director for luxury brands such as Estee Lauder, Bally and Cartier. She summited Mount Everest (8,848 m - 29,029 ft) this past May 19th 2012, and is only the 6th French woman to have ever accomplished this feat.
2. **Emily Teng** is a Singaporean National who is a Producer/Presenter at SAFRA Radio's Power98FM and the voice of "The Hot Date", every weeknight 8pm to 12midnight. She was recently named winner of Yahoo! Singapore's 'SINGAPORE 9' awards in the social enterprise category, for her work with her own non-profit projects, 'Blessings in a Bag' (BIAB) and 'OKRA'. The awards were part of Singapore's National Day celebrations, which identified role models, visionaries and future leaders of Singapore. Emily is also one of Cosmopolitan Magazine's 'Fun Fearless Females' for her work in social activism. <http://blessingsinabag.org/> // <http://www.facebook.com/okra.asia>
3. **Jacqueline Lee Detert** is a South African Assistant Racehorse Trainer based at Singapore's Kranji Racecourse. She was the youngest person in South Africa to be granted an Assistant Racehorse Trainer's License, and is currently one of only three female Assistant Trainers in Singapore. Jacci is part of the elite team that trains Rocket Man - Singapore's first International Group 1 Thoroughbred Winner; Sprint Champion and reigning Horse of the Year <https://www.facebook.com/shawracing>.
4. **Christine Amour-Levar** is a French Filipina Writer & Marketing Consultant, who has also had a diverse, international career working across four continents for McCann-Erickson, Nike and Philippe Starck. Following this, she set up and operated her own Brazilian fashion boutique concept in Singapore, and is the author of The Smart Girl's Handbook to Being Mummylicious www.thesmartgirlshandbook.com. Christine has trekked in the Himalayas twice before, and has also scaled Mont Blanc.
5. **Karine Moge** is a French Photographer who also teaches photography in Singapore. After many years as an international Investment Banker, she pursued her passion for photography and started putting it to use to support charitable causes. Karine will be holding her first exhibition in Paris later this year. www.karinemoge.com
6. **Hermine Matzer van Bloois** is a British national of Dutch parentage, who is the Global Director of Retail Design at Hugo Boss based in Germany, responsible for the brand's store design and visual merchandising worldwide. Hermine is as passionate about her international career in the fashion industry as she is about sports, having played tennis at a junior national level for Holland, and completed the Berlin Marathon four times.



7. **Maysoune Ghobash** is an Emirati Russian fashion entrepreneur who's father, Saif Gohbash, was a Foreign Minister of the United Arab Emirates. She is an established Jewellery Designer and Fashion Entrepreneur based in London, where in 2011, she co-founded Motilo fashion website: www.motilo.com
8. **Margaret Partridge-Hicks** originally from California, lives in London. She previously worked as an investment banker in international private equity for Guy Hands and for Goldman Sachs in both New York and London. Today she is involved in philanthropy through her family's charitable foundation and has a passion for adventure, travel and photography.
9. **Neena Ali** is a British Artist of Indian parentage, who runs an art school here in Singapore www.theartroom.com.sg. Before this she worked in the fashion industry for many years, for such brands as Gucci, YSL, Donna Karen, and later for Deloitte and Touche, Marks & Spencer and RBS. Neena is an avid trekker and has climbed Mount Kinabalu and Mt. Rinjani.
10. **Jacqueline (Jackie) Wong** is of Chinese descent and originally from Brunei. She now calls Singapore home, where she is CEO of Temasek Trust, the philanthropic arm of Temasek. Her successful international career has taken her across four continents, previously as a global Investment Banker for JP Morgan Chase, as a senior executive with Hill & Knowlton and Whirlpool Corporation, and subsequently as a senior partner with leading executive search firm Egon Zehnder International. Jackie is a passionate adventure traveler, who does what she can to support less privileged women.

