



THE INKERMAN GROUP

## PRESS RELEASE

### MIMI ANDERSON BREAKS YET ANOTHER WORLD RECORD – BUT THIS TIME WITH A DIFFERENCE!

28 OCTOBER 2010

The Inkerman Group, sponsors of Mimi Anderson, congratulates her achievement in successfully breaking yet another World Record. On Saturday 23 October, Mimi set a new world record of 403.81 miles for the furthest distance covered on a treadmill by a female, reaching the record point in just 7 days and beating the previously held world record of 395.25 miles.

Being a distance and 'Ultra Runner,' Mimi would normally be competing in challenging 'ultras' around the world and during which The Inkerman Group would track her progress, using leading-edge tracking solutions. However, this World Record also had its challenges, of a different kind - Mimi ran for at least 20 hours each day, eating and drinking as she ran and, despite suffering injury, was averaging nearly 3 miles an hour every hour for around 140 hours of running!

The record was achieved at the Ashford Designer Outlet and officially started by local MP Damian Green, Minister of State for Borders and Immigration, at 12 noon on Saturday 16 October. It officially finished exactly 7 days later on Saturday 23 by Sarah Russell, Contributing Editor for the Running Fitness magazine.

In addition to achieving this impressive result, Mimi was also able to raise money for Help For Heroes ([www.justgiving.com/Mimi-Anderson](http://www.justgiving.com/Mimi-Anderson)).

ENDS

#### TRACKING DEVICES

Although more often used within businesses to manage and locate field based employees or those working overseas in potentially dangerous or remote locations to ensure their safety, and for gap-year students, Tracka has proved very useful for the many people supporting Mimi from a distance, including abroad.

For additional information on The Inkerman Group tracking devices or for a demonstration on how the system works throughout the World – contact The Inkerman Group – +44 (0)1233 646940.

## NOTES TO EDITORS

For further information or to arrange an interview, please contact :

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## Photographs are available on request

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**Mimi Anderson** is a distance runner and 'Ultra Runner,' and has been racing since 1999. Having started with shorter races of distances between 5,000k and half-marathons, they became less of an attraction and now she competes in the 'ultras' finding that these were more exciting and motivating. Recently she competed in the 100-mile Addo in South Africa; designed to test trail runners both mentally and physically, the trail tracks the mountains and valleys of the park. She has also participated and won the race to the North Pole, which involved running in temperatures of -50 degrees.

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