New Release

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For Immediate Use

**QMS team meating-up to participate in the Great Glen Challenge**

Five team members from Quality Meat Scotland (QMS) will take on the ultimate test as they participate in the Great Glen Challenge to raise funds for the Royal Scottish Agricultural Benevolent Institution (RSABI).

The challenge, taking place on 30 August, will see the all-female team embark on an exhilarating adventure competing against 25 other teams on designated stages spread from Fort Augustus to Fort William.

Described by RSABI as a breathtaking 49km route through the stunning Scottish scenery, the fundraising challenge will see participants cycle, kayak, walk and run towards a memorable prize-giving reception at the finish line.

The event, which RSABI has been running in the Great Glen since 2012, has different aspects of participating in the race to ensure it is inclusive to all levels of sporting ability, whether competitors are experienced athletes or just starting out in their fitness journey.

The event activities include:

* 49km mountain bike
* 6km kayak
* 18km walk
* 17km run
* reception at the finish line

The team, who have been committed in their training, is made up of - Aileen Marchant (Sport & Community Coordinator) who will take on the cycling, Maria Burton (Project & CRM Coordinator) who is signed up for the kayaking, Lesley Mitchell (Industry Development Coordinator) who will do the walk and Lucy Ozanne (Industry Strategy & Public Affairs Manager) is taking part in the run. Christine Cuthbertson (Monitor Farm Programme Regional Advisor) will have the important role of support driver – to ferry team members and equipment between stages throughout the day.

Points will be awarded to all competitors who finish in all four events, on a sliding scale (there is a slight weighting advantage applied to 1st/2nd and 3rd positions). The same total number of points are available in all four disciplines and contribute to an overall team score for the challenge with medals and prizes awarded to the first three placed teams.

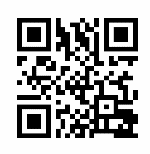
Lucy Ozanne said: “The team from QMS want to rise to the Great Glen Challenge. It’s all for a great cause to raise awareness and much needed funds to support the vital work of RSABI, a charity that provides critical financial aid, emotional support, and guidance to those in need within Scottish agriculture and that is what will help us along the way on the day.”

Aileen Marchant added: “Of course, it's another great reason to be eating lots of Scotch Lamb, Scotch Beef, and Specially Selected Pork as we know that these tasty and quality assured red meats are a rich source of vitamins including Vitamin B12 which help to combat tiredness and fatigue and will help the team power through to the end!”

To support the QMS team, please consider sponsoring them at <https://rsabi.enthuse.com/pf/quality-meat-scotland>.

You can also donate £5 by texting GGCQMS to 70450. Texts will cost the donation amount plus one standard network rate message.

Alternatively, scan the QR code below to donate.



**-ENDS-**

**Notes to editors:**

QMS is the public body responsible for promoting the Scotch Beef and Scotch Lamb brands in the UK and PGI labelled Scotch Beef and Scotch Lamb branded products abroad, and for promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.