

Edrington's Managing Director to compete in ultramarathon in Antarctica

By **Hibah Noor** on November, 6 2014 | People



Ryan Hill, Edrington's Managing Director of Asia Travel Retail, is currently competing in "The Last Desert" Challenge in Antarctica, to raise awareness and funds for [The Snow Leopard Trust](#). Snow leopards are one of the most endangered species in the world. Snow Leopard vodka, the world's first ethical vodka, was recently acquired by The Edrington Group, and that inspired Hill's choice of charity for this event, in which competitors run 250 kilometers during the time from November 1st to 11th.

Snow Leopard vodka came about because founder Stephen Sparrow wanted to do something to contribute to the preservation of the endangered cat. Fifteen percent of the profits from the sale of this vodka go to conservation projects in various countries native to the cat, including Mongolia, China, India and Kyrgyzstan. So far the company has raised US\$100,000 for these projects. The company's goal is to sell over 150,000 cases of the vodka each year, generating US\$1 million for the Snow Leopard Trust.

For his part, Hill has lofty fundraising ambitions, setting his target at £25,000; he is looking for support from the travel retail industry. "The Snow Leopard Trust really makes a huge difference not only to the plight of the snow leopard but also to improve the livelihood of the communities that live alongside it, where people often survive on less than \$2 a day. The community-based conservation projects help local businesses, protect farmers' livelihoods and provide education as an integrated solution to discourage poaching of the snow leopard. I really think this is an incredibly worthwhile cause. I would ask as many people as possible to dig deeply and make a donation through my fundraising campaign."

To learn more about the challenge Ryan is undertaking, his training, the Snow Leopard Trust and to make a donation in support of his efforts, visit www.run4snowleopard.com .

