



7 Wonders In 7 Days

Come join me on the adventure of a lifetime

PHOTOCALL

Date: Thursday, June 25, 6pm.

Where: Living Room, Deansgate, Manchester.

What: There will be a photo and interview opportunity at the launch of 7 Wonders in 7 Days of Chi-chi Ekweozor, who is visiting the seven modern wonders of the world in seven days to raise £777,000 for charity.

SEVEN WONDERS IN SEVEN DAYS

Most people could only dream of seeing the modern seven wonders of the world in their lifetime. But one Manchester businesswoman has set herself the challenge to race around the globe to visit them all in seven days.

Chi-chi Ekweozor, 30, who lives in Salford, aims to raise £777,000 for seven charities, setting off on September 9, 2009, 9/09/09.



Earlier this year, Chi-chi, who is the director of east Manchester-based Internet TV and social media consultancy, Real Fresh TV, had just returned from her grandmother's funeral in Nigeria, and read an article in a magazine about a challenge to see the new seven wonders of the world in seven days. And so the idea was born!

Money raised from the super-speed global trip will see an education foundation in Nigeria set up in her grandmother's name, the Jessie Ekweozor Foundation. The other six charities to benefit are: Alzheimer's Research Trust, Diabetes UK, Open Doors, British Red Cross, Young Minds and Feed The Minds.

Chi-chi said: "The idea came about after I was moved to tears watching Channel 4's Secret Millionaire programme in April."

"I saw an elderly man caring for his elderly wife who suffers from Alzheimer's and the memories of what my Gran went through before she died came flooding back."

"I know it's a massive physical challenge to see all seven wonders in seven days: I will be crossing multiple time zones in that time but I'm willing to do it if it raises money and awareness for the seven charities I've chosen."

So far, Chi-chi, a keen musician, has set about raising awareness of her challenge, setting up a blog at www.7wondersin7days.com and has already arranged a launch evening and charity auction.

The challenge will be launched on June 25 with a charity auction at the Living Room in Manchester. Award-winning cellist and pioneer of contemporary music Peter Gregson will also be performing at the event.

Peter Gregson won the prestigious Glenfiddich Spirit of Scotland award in November 2008 and recently performed at the Classic FM Live concert at a sold out Royal Albert Hall.

Widely read comic fantasy author Sir Terry Pratchett OBE has sent a signed book for the auction. The celebrated author best known for his popular and long-running Discworld series of comic fantasy novels has sent a signed copy of his children's novel, A Hat Full of Sky.

Sir Terry Pratchett was diagnosed with early onset Alzheimer's disease in 2007. He is patron of Alzheimer's Research Trust, one of the charities being supported by the 7 Wonders in 7 Days trip and has sold 65 million books worldwide.

Much of the awareness and promotion for 7 Wonders in 7 Days has been done using social networking sites such as Twitter and Facebook, where it is easy to get the message out.

The trip was inspired in part by journalist and blogger Paul Smith's successful Twitchhiker challenge in February where he traveled from Newcastle upon Tyne to Stewart Island in New Zealand relying solely on transport donations from people on Twitter.

The seven modern wonders of the world are: Chichen Itza in Mexico, Christ the Redeemer in Brazil, the Colosseum in Rome, Great Wall of China, Machu Picchu in Peru, Petra in Jordan and Taj Mahal in India.

FURTHER INFORMATION

If anyone or any companies would like to donate an auction prize and have their names associated with this feat, they should contact Chi-chi at chichi@7wondersin7days.com or call 0161 918 6739.

Anyone who wants to attend the launch event at the Living Room on Thursday, June 25 can buy a ticket for £4, all of which goes towards funding the trip. Thomas Cook Manchester are working with Chi-chi to plan the trip and estimated the journey to cost just under £7000.

To buy a ticket: <http://7wondersin7dayscharitytweetup.eventbrite.com/>

For more information: <http://www.7wondersin7days.com>

Ends

Notes to editors

The modern seven wonders of the world were voted for by millions of people across the world, and decided on July 7, 2007 (07/07/07).

<http://www.new7wonders.com>

Of the ancient seven wonders of the world only the Pyramids of Giza remain.