



29th February 2008 –Wight Vodka Auctioned at £95 a Bottle

London, Great Britain

When Susan Tocknell of London decided to run the London Marathon in support of the HemiHelp charity, she took the extra step of organising a fundraising event as well. On the 29th February, the party attracted 120 people and the auction brought in over £2,000 in the evening.

"This was a great start to my overall goal of raising £2,500 for HemiHelp," stated Tocknell. "The Wight Vodka lot drew the most interest as the guests knew it was something very unique. A number of our patrons from the City had heard of Wight Vodka, and knowing that it was rather exclusive and dauntingly difficult to get a hold of, entered into a bidding war. At £95, it was the most successful item on bid!"

Hemiplegia is a condition which affects and weakens one side of the body. Around one child in every 1,000 in the UK is affected by Hemiplegia. Children with Hemiplegia commonly need extra help if they are to compete successfully in the able-bodied world. HemiHelp transforms the lives of families living with Hemiplegia, by providing them with support, one-to-one advice, events for children and parents and specialist literature.

Tocknell continued "I'm very delighted that the team at 50° North contributed to the HemiHelp auction event. It definitely helped boost the excitement for the evening and helped us beat our overall goal."

Ritu Manocha, Director at 50° North stated, "We're glad to have played such a large part in Susan beating her goals. Susan's focus on hemiplegia for the auction as well as the upcoming London Marathon will help bring more attention to this as of yet untreatable and incurable disease. We wish Susan the very best!"

About HemiHelp

HemiHelp is a membership organisation helping children and their families with hemiplegia. Hemiplegia literally means paralysis of half of the body. When someone has hemiplegia it is because one of the hemispheres of the brain has been damaged, usually before, during or soon after birth. For more information on HemiHelp and hemiplegia, please visit www.hemihelp.org.uk.

About 50° North

50° North are the creators of Wight Vodka. The company's spirit and enthusiasm for the ocean, coupled with the centuries-old regatta traditions of the Isle of Wight, and of course a full appreciation of superior vodka, culminated in the creation of the world's smoothest, 42% ABV potato-based vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseurs, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.

