



Press Release: Mark Webber Challenge 16 – 24 November 2007

Friday November 23, 2007

Mark Webber's first charity challenge took place in Tasmania in November 2003, since then it has escalated into a larger, annual event. The unique adventure race is in aid of young Australian's with life threatening illnesses as well as pledging funds to the Australian environment and conservation protection projects.

The Mark Webber Pure Tasmania Challenge is a gruelling physical and mental adventure race. Targeted at individual athletes, celebrities and corporate teams, 2007, marks the 3rd annual challenge and Driza- Bone® Activ is thrilled to support and participate in this event.

Competitors are covering approximate 450km of World Heritage listed areas of Tasmania, Australia. This multisport challenge is taking teams from Cradle Mountain to the Tasmanian coastline of Freycinet National Park.

As a sponsor of this unique race that involves cycling, hiking and kayaking, each competitor received Driza- Bone® Activ apparel to wear throughout the seven day event.

"The Driza- Bone® Activ clothing has been perfect for this event. On one day we started with a Kayak in the rain then transitioned to a bike ride. The cool air on the bike ride would normally freeze you if you're wet, but the race t-shirt dried quickly and helped maintain an even body temperature. It's been so versatile all week across so many different conditions." Webber said.

Driza-Bone® Activ is particularly suited to high-performance activity because of its amazing capacity to absorb moisture away from the body, keeping the wearer warm or cool depending on the conditions and it's incredibly comfortable next to the skin.

Driza-Bone® Activ is a range that was developed using Australian Merino. Wools unique properties; 100% natural, bio-degradable, sustainable and renewable combined with innovative manufacturing, positions Driza- Bone® Activ as a market leader in "eco-friendly activewear fashion". Designed for all conditions Driza- Bone® Activ combines comfort and performance.

Twenty teams are currently into the 5th day of competition, competing alongside Mark Webber (Red Bull Racing F1 driver) as well as four Australian Olympians including James Tomkins, Mike McKay, Michael Klim and Tatiana Grigorieva.

Driza -Bone® Activ is a unique Australian brand with an iconic heritage.



Please contact Chris Bradford for more information chrisb@drizaboneactiv.com