



WEBER SHANDWICK

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Nessie's Cousin Steps Up Marathon Training

Purple Monster Determined to Complete 5k Loch Ness Race

With less than a month to go before the Baxters Loch Ness Marathon & Festival of Running one particular competitor is raising the bar.

Jess, Nessie's cousin, has launched herself into monster training sessions to make sure she completes the Baxters River Ness 5k Fun Run in aid of the Highland Hospice.

She'll be one of hundreds of competitors taking part in the Fun Run along the River Ness on Sunday 4 October.

And in preparation the 6ft purple Jacobite Cruises mascot is training on the shores of Loch Ness in the hope she'll make her more illusive family member proud.

Jacobite Cruises driver and guide Julian McArdle from Inverness is inhabiting the mascot for the race: "It seems appropriate the Jess, who was created by Jacobite Cruises 4 years ago, show take part in the Baxters Loch Ness Festival of Running – I think it's just taken the company this long to find someone mad enough to do it.

"I have actually started training in the suit because I need to get used to the heat and weight of it. Five kilometers isn't far in shorts and a tee-shirts but it's going to feel like a marathon for me in this suit, which weighs about 4 stone.

"My goal is to raise at least £250 for the Highland Hospice. And I have to complete it, or Nessie will really take the hump!"

Malcolm Sutherland of Baxters Loch Ness Marathon & Festival of Running said: "We're delighted to see Jess competing this year – perhaps it'll encourage her cousin Nessie to put in an appearance too! This year is likely to see the largest entry field yet for all events in the Baxters Loch Ness Marathon & Festival of Running, including the Baxters River Ness 5K Fun Run. The event, one of the biggest in the north of Scotland, is great fun: there's a fantastic festival atmosphere in the finish arena, with entertainment by local pipe bands, live music, charity and

sports retailer stands, food and drink stalls and kid's activities – plenty to keep spectators young and old amused while watching out for runners to cross the finish line.”

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