



For Immediate Release

**Mission achieved as Virgin Limited Editions' marathon runners
cross the line**



27 April 2010 - Virgin Limited Edition (VLE), Sir Richard Branson's privately owned collection of award-winning luxury retreats is thrilled to congratulate four of its employees on successfully completing the Virgin London Marathon at the weekend.

The four staff members were running to raise money for Mission: Possible - a group wide campaign for Virgin staff across the UK to raise £2.5 million to create opportunities for young people. Virgin Limited Edition successfully achieved its task of raising £80,000 by April of this year.

Those that took part were VLE's International Sales Manager – Natalie Odenbreit, Babylon's very own Restaurant Manager - Peter Avis, The Roof Garden's Head Gardener – David Lewis and last but not least, The Lodge's Financial Controller – Paul Allen.

Jon Brown, Managing Director of Virgin Limited Edition, said: "On behalf of the entire VLE family I'd like to say how very proud we are of our four runners. They all trained incredibly hard, putting in months of dedication and effort in preparation for the race and should be very proud of themselves and their times!

"Between our runners and the rest of the team of staff, through all sorts of innovative ways; we have exceeded our target by £38,000!* This is a massive achievement and one we're very proud of; the money goes towards a very worthy charity and it's lovely to see such a wonderful result. Now all we have to do is convince our four runners to do it again next year!"

Some of the VLE initiatives included the Marketing Manager creating 'Chez Robert' dining for all head office staff, fire walking by members of the team, launching the Gardening Club at The Roof Gardens, participating in Christmas present wrapping and staff donating their secret Santa presents, regular bake sales as well as black tie charity dinners at The Roof Gardens in Kensington and The Lodge in Verbier.

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Notes to Editors:

- All of the money raised will go to a variety of London-based charities which provide support for children in need, including support that can be practical, emotional and educational. The charities include Kids Company, Rathbone, The Foyer Federation and Youth At Risk.
- Photo should be accredited to **Virgin Unite** – left to right – David, Natalie, Peter
- *total amount is at last count as of beginning of April.
- Times of all runners are as follows:
 - Natalie Odenbreit – 4 hours, 26 minutes and 56 seconds
 - David Lewis – 5 hours, 5 minutes and 27 seconds
 - Paul Allen – 5 hours, 13 minutes and 3 seconds
 - Peter Avis – 5 hours, 21 minutes and 51 seconds

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier, Necker Belle, a 105 foot luxury catamaran and Necker Nymph, a three man aero submarine.

Virgin Limited Edition aims to make a credible contribution towards creating a sustainable economy and to meet or exceed the expectations of our customers and stakeholders.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430 alternatively visit www.virginlimitededition.com for more details.