



PRESS RELEASE – *draft for approval*

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PERTH GRANDMOTHER BECOMES THE OLDEST WOMAN IN THE WORLD TO SWIM SOLO ACROSS THE ENGLISH CHANNEL

A grandmother from Perth has completed an epic solo swim across the English Channel.

Aged 64, Sue Oldham from Carine has now taken the title of being the oldest woman in the world to successfully complete the 21 nautical mile crossing (32km), solo. Sue completed the crossing on Sunday (8th August), in 17 hours and 31 minutes.



Sue drank **E3 The Champion Formula** www.E3Champion.com.au throughout the swim and credits the new electrolyte/protein sports drink for helping to complete her challenge.

Sue trained with Coach Pauline Pratt at Churchlands Senior High School swimming pool in Perth, swimming twice a day, morning and evening for approximately five hours to fit around her part time job. Pauline has trained Sue since 2004 and has coached several junior teams and solos to successful Channel crossings. Under Pauline, Sue first swam the Channel in 2006 as part of a relay team and was the only female member of that team. This team still holds the world record for the oldest relay team. She then went on to do her first solo one month later swimming for 16 hours 3 minutes.

Sue was also supported by E3 Operations Director, Selwyn Jellie from Perth - a fellow endurance swimmer who also successfully swam the English Channel in 2006. Selwyn says: "We at E3 like to celebrate ordinary people doing extraordinary things and Sue's achievement is absolutely one of those things! To cross the channel aged 64 and to take the title of the oldest woman ever to do so is nothing short of inspirational. I am proud to have been involved in her preparation and that E3 helped her to complete such an incredible test of endurance."

Sue Oldham says: "It was most definitely an adventure I will never forget and I really want to thank Pauline, Selwyn and the E3 team for helping me to achieve my goal. While a huge personal achievement, I did it for all who inspire me, like my son Michael and my five fabulous grandchildren. In fact every hour of the swim I thought about someone special in my life and that would motivate me to continue - that's what took me to the end."

Sue is currently in the UK and intends to enjoy a well-earned holiday before returning to Perth on 29 August.

E3 'The Champion Formula' is a new, world-class electrolyte/protein sports drink mix specifically designed to increase fitness, energy and performance in both the everyday and ultra-endurance athlete www.E3Champion.com.au. Sue drank E3 for the entirety of her swim, relying solely on the drink for the latter stages, instead of food.

E3's specially formulated ingredients energise athletes to help them go longer and stay stronger (endurance), particularly for intense exercise over 60 minutes. E3 can be drunk before, during and after exercise. E3 = Endurance + Energy + Electrolytes.

For E3's next challenge, the team is heading to Santa Monica in the USA for the Tour of Duty Run across America www.touroduty.com. E3 is the official sports drink sponsor for the runners, which include 16 fire-fighters from Australia and 16 fire-fighters from USA who will be running from Santa Monica, CA on August 12 to Ground Zero in New York to finish on September 11.

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For further information, images or to request an interview with Sue or Selwyn, please contact

Lorna O'Neill at Polkadot PR

T: 02 9281 4190 / M: 0416 774 865 / E: lorna@polkadotpr.com.au