

Press release
Monday 30th May 2022

RSABI TO LAUNCH #CHALLENGE125 FOR ANNIVERSARY YEAR

United Auctions announced as new sponsor

RSABI is set to launch a special initiative during the summer in the run up to the Great Glen Challenge to celebrate their 125th anniversary this year.

The agricultural charity will be inviting people in the Scottish agricultural community to get behind its #Challenge125 initiative which will get underway on 23rd June on the opening morning of the Royal Highland Show and finish on 26th August when the Great Glen Challenge is held.

The aim is for people of all ages and fitness levels to get fit, have fun enjoying Scotland's outdoors, and raise funds to support RSABI while clocking up kilometres (km) to reach the ambitious overall target of 125,000km.

Fundraising activities could include cycling, climbing Munros, horse-riding, swimming, canoeing, running or walking – any fun challenge that is distance-related. Participants can log their individual #125challenge with a page on the RSABI's Enthuse fundraising platform. Prizes will be awarded for the top fundraisers and the most innovative challenge.

Both the #Challenge125 and the Great Glen Challenge 2022 are to be sponsored by United Auctions this year.

Scotland's leading livestock auctioneers will be sharing their Royal Highland Show stand (Avenue O, Stand 545) with RSABI where exercise equipment will be set up for fun challenges and celebrity participation to get moving towards the 125,000km target.

The equipment will then be publicly available at United Auctions' Stirling Agricultural Centre for customers and visitors to challenge one another to collectively do their bit towards hitting the big goal.

David Leggat, Chairman of RSABI, said: "Our 125th anniversary will be an extra special year with both the #Challenge125 and the Great Glen Challenge 2022 bringing everyone back together in a real spirit of community and comradery. We're particularly pleased to welcome long-term supporters United Auctions as our 2022 sponsor for both events and look forward to working together on these fun and important fundraising initiatives this summer."

George Purves, Managing Director of United Auctions said: "In RSABI's 125th year we wanted to double down on our commitment in supporting the vital work they do for people in Scottish agriculture. As we begin to recover from the pandemic, these Challenges offer a great way for people to reconnect with one another, boost health and wellbeing – and resilience. These social benefits are hugely important for our customers, which makes Stirling Agricultural Centre the ideal location to host a collective effort that harnesses the power of the agricultural community to support one other with this fun #Challenge125 and, working together, reach the 125,000km target."

To find out more and take part in the #Challenge125 and Great Glen 2022 events, please visit <https://rsabi.org.uk/RSABI-Great-Glen-Challenge-2022>

-ENDS-

For further information, please contact:

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- United Auctions: Jenny Kumar on 07989 557198 or jenny@jkconsultancy.com

Notes to Editors

- Safety precautions and risk must be fully assessed by individuals and groups taking part.

PHOTO CAPTION

(l-r) RSABI Vice-Chair Jimmy McLean, George Purves, Managing Director of United Auctions and RSABI Chair David Leggat.

[RSABI](#) provides practical, emotional and financial support to all people involved in the Scottish agricultural industry. The service is available to those previously and currently involved in farming, crofting and occupations related to agriculture in Scotland. This is a comprehensive service to help people to move forward when they are struggling. Their helpline is open every day of the year from 7am to 11pm on 0300 111 4166.

[United Auctions](#) are Scotland's leading livestock auctioneers and procurement specialists and operate a network of different auction markets across Scotland, including Stirling, Huntly, Lairg, Dalmally, Tiree, Islay, South Uist and Oban. The company conducts auctions of both commercial and pedigree livestock, including the world-famous Stirling Bull Sales, and provides farm-to-farm and farm-to-abattoir procurement services.