Written by Bob Snyder
21. 03. 2010



My first thought was: we don’t usually cover this type of article. My next thought was: “Oh, my God…that’s Matt in that photo.”

CEDIA Region 1 Operations Director Matt Nimmons is joining forces with CEDIA members to raise £10,000 for charity by climbing three of the UK's highest mountains in just 24 hours.

The Three Peaks Challenge will see the CI industry team, comprising Matt and CEDIA members Bob Hobson (Prestige Audio), Guy Singleton (Imagine This), Mike Beatty and Andy Jones (Pulse Marketing) scale over 11,000 ft., walk more than 20 miles and drive over 500 miles of driving.

The three peaks? Scotland's Ben Nevis (1344m), Lake District's Scafell Pike (978m) and North Wales' Snowdon (1085m). The team hopes to raise £10,000 in sponsorship to support three selected charities (Edukid www.edukid.org.uk, One Voice for Freedom www.onevoiceforfreedom.org, and the Teenage Cancer Trust www.teenagecancertrust.org).

OK, Matt. Count me in as a sponsor…after seeing you go to great lengths at CEDIA, it's worth it to see you now go to great heights.

Go **find out how to sponsor Matt and the other CEDIA team members**