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**North London Printer sponsors North Pole expedition  
to highlight global warming.**

MBA Group Limited, the North London based print and direct media firm, has sponsored an attempt by John Thompson to reach the North Pole. John was hoping to become the first black Briton to reach Earth's most Northern point and highlight global warming.

The expedition started well and after 7 days on the ice John was close to reaching his goal, but frostbite and the terrain eventually took their toll and he had to return to base. "My trip has been an inspirational experience. The people I have met along the way are incredible. The knowledge that I have followed in the footsteps of world famous explorers is humbling. This is not the end."

John intends to return after his frostbitten hands and ears have healed and continue his aim of raising £60,000 for charity. His chosen charities are Action Medical Research, Cancer Research UK and Chickenshed Youth Theatre.

Bachar Aintaoui, Chairman of MBA, is immensely proud of his companies association with this attempt to reach the North Pole. "John is a very brave man and I was incredibly proud to see him carry our logo so close to the North Pole. It proves anything is achievable".

MBA have a very active environment policy and the expedition to the North Pole was a good way to highlight global warming. The increase in temperature is melting the ice and having to ski around thin ice can nearly double the 60-mile length of many expeditions.

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### **Caption to photograph**

John Thompson, sponsored by MBA, was just 2 days away from reaching the North Pole but was defeated by frostbite and the terrain.

### **Editors Notes**

#### *About MBA Group*

MBA were established in 1984. The company provides fully integrated print and direct media solutions, from planning to finished product. Their principle site is in North London where they operate from a purpose built factory with 40,000 sq.m of production capacity.

These facilities are supported by operations throughout the UK, including sites in Warrington, Cheshire and Milton Keynes, Buckinghamshire.

The company's accreditations include ISO9001 for administration, ISO14001 for environmental policy and ISO27001 for security. They also have Forest Stewardship Council (FSC) Certification and are members of the Direct Marketing Association (DMA).

Website: [www.mba-group.com](http://www.mba-group.com)

#### *About John Thompson*

John Thompson, 28 years old, lives in Hackney and is a production manager at Advertising Agency OgilvyOne. He is hoping to raise £60,000 for three charities – Action Medical Research, Cancer Research UK and Chicken Shed Youth Theatre. Donations can be made online at [www.lastdegree.co.uk](http://www.lastdegree.co.uk).

Website: [www.lastdegree.co.uk](http://www.lastdegree.co.uk)

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