

25<sup>th</sup> August 2009

### **DENPLAN IS FEELING A BIT PEAKY!**

Denplan will once again be climbing to new heights as it prepares to take part in the National 3-Peaks challenge on the 12-13 September.

Walking the three highest Peaks in Britain in a 24-hour period is an exceptional achievement and some of Denplan's members will be taking up the challenge and joining the event. Participants will climb Snowdon (1085m, 3560ft), Scafell Pike (978m, 3209ft) and Ben Nevis (1344m, 4408ft) and cover approximately 27 miles in the 24-hour period. All the money raised will go toward helping oral health charity Dentaaid supply countries in the developing world with access to dentistry and all the team are looking forward to the challenge.

Romsey Dentist, Richard Hurrell, commented: "I am really looking forward to the National 3-peaks Challenge, especially after all the preparation and practice we have been doing. I think the real test will be the lack of sleep as we travel to the next location, but although I know it will be tough, I also know all the good our sponsorship will do for Dentaaid...can't wait!"

Not to be outdone, some members of the Denplan team in Winchester have also taken part in the Yorkshire 3-Peaks challenge to raise even more money. This event took place on the 22 August and consisted a hiking route climbing the three highest peaks in Yorkshire - Pen-y-ghent (691m), Whernside (728m), and Ingleborough (723m).

One of the volunteers, Guillaume Hermile, said: "The Yorkshire 3-peak challenge was fantastic fun and we raised hundreds of pounds for Dentaaid. We had great weather and all enjoyed the day very much. It nearly killed us, but we are all still alive and breathing and helping this worthy cause really spurred us on to complete the 25-mile route!"



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**Notes to Editors:**

**About Denplan**

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating over 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for over 22 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

[www.denplan.co.uk](http://www.denplan.co.uk)

**Denplan Care:** all routine and restorative care + worldwide dental injury and dental emergency cover

**Denplan Essentials:** routine care only + worldwide dental injury and dental emergency cover

**Plans for Children:** routine and other agreed care + worldwide dental injury and dental emergency cover

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**Denplan Enhance:** interest-free patient loans of £250 - £25,000 for dental treatment

**Company Dental Plans:** company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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**About AXA**

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

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