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| **Press Release - For immediate release** |
| **Sheffield student hosts pub quiz to raise vital funds for international animal charity** |
| ***IMAGE –***  ***make sure you have a high-resolution version available that you can send the journalists*** |
| A Sheffield university student is undertaking a gruelling charity trek across the Atlas Mountain range in Morocco to help raise vital funds to support international wildlife charity [Born Free](https://www.bornfree.org.uk/).  Gemma Hook, age 20, who is studying music at Sheffield, will set off on her university [Choose a Challenge](https://www.chooseachallenge.com/) charity adventure in June next year and is looking to raise at least £2,000 ahead of the trek in support of Born Free – a charity which ensures that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. Born Free opposes the exploitation of wild animals in captivity and campaigns to keep wildlife in the wild.  As part of her fundraising efforts Gemma is hosting a special quiz night at Bamboo Door cocktail bar in Leopold Square on Friday 17th July from 8pm to 10pm. The unique quiz night is open to everyone and tickets cost £40 per teams of four with various prizes up for grabs on the night.  “Compassionate animal conversation is very important to me and it’s why I signed up to participate in the university’s Choose a Challenge Atlas Mountain Trek. I know it will be hard work and there is lots of training involved but I know that I am helping raise vital funds for Born Free,” explains Gemma.  “I am very excited about my fundraising quiz night. It’s set to be a really fun event and I am extremely grateful for Bamboo Door for hosting the evening.  Tickets for the quiz night are available from [INSERT EVENTBRITE LINK IF YOU ARE ABLE TO SET UP] or email [gemma.hook@pmwcom.co.uk](mailto:gemma.hook@pmwcom.co.uk). If you are unable to attend the event but would still like to support Gemma in her Choose a Challenge fundraising efforts for Born Free, visit: [INSERT JUSTGIVING / VIRGIN MONEY LINK ETC].  For more information on Born Free visit [www.bornfree.org.uk](http://www.bornfree.org.uk) |
| **ENDS**  **Words: INSERT WORD COUNT**  **Notes to editor:**  **Interviews with Gemma Hook are available on request. Please call +44 (0)7920 820018 or email** [**gemma.hook@pmwcom.co.uk**](mailto:gemma.hook@pmwcom.co.uk)   * **About Born Free**   Born Free was founded by Bill Travers and Virginia McKenna, who starred in the movie classic, *Born* Free (1966), together with their eldest son, Will. Born Free’s mission is to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. Born Free opposes the exploitation of wild animals in captivity and campaigns to keep wildlife in the wild.  Born Free promotes Compassionate Conservation which strives to enhance the survival of threatened species in the wild and protect natural habitats while respecting the needs of and safeguarding the welfare of individual animals. Born Free seeks to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world. For more information about Born Free please visit: www.bornfree.org.uk    **Media Contact:**  Gemma Hook  T:+44 (0) 7920 820018, E: gemma.hook@pmwcom.co.uk |