



**ZERMATT TO VERBIER 2024**  
*An alpine hike and ski challenge*

An iconic high alpine traverse following the route of the PDG



**The Intensive Care Society would like to invite you to support our team as they take on one of the most iconic mountain endurance challenges in the world, pushing themselves both mentally and physically.**



**"The hardest mental, physical and emotional four days I've ever done. Couldn't have done it without the fantastic, amazing team."**

**Dr Sarah Clarke, East Lancashire Hospitals NHS Trust Consultant**



## The challenge

**The Patrouille des Glaciers (PDG) is an historic national and international ski mountaineering race organised by the Swiss Army.**

Considered to be one of the toughest courses in the world, the PDG covers a 57.5 km route at altitudes of up to 3,650 metres between Zermatt and Verbier. Our Zermatt to Verbier challenge is not a race, instead the team will complete this famous alpine traverse at a more achievable pace. The trek will take four days, and we're looking for sponsors to enable the team as well as raising funds for the ICS's Thriving at Work project.

The PDG course is described as one of the toughest of its kind in the world - and for good reason. Over the five days the team will face the risk of avalanches, the hazards of glacier crossing, freezing temperatures and altitude sickness.



## The Intensive Care Society

The Intensive Care Society is the oldest charity for critical care in the world. We have been the proud home for all those working in intensive care since 1970.

The Society was created by healthcare professionals to represent and support the UK's intensive care community which comprises doctors, nurses, allied health professionals, pharmacists, and psychologists. We support our community with ICU standards, clinical guidance, education, research, policy and workforce, leadership, and the tools they need to thrive at work.

1 in 6 of us will need intensive care in our lifetimes and it is only with the generous support of individuals that we can continue to support for the intensive care community so they can continue to look after the sickest of patients in hospitals during our time of need.

## From the event creators, Gary and Debbie Pittaway

Most folk would say that the PDG Route is a little crazy, but the inspiration for bringing together the first team to take this challenge on was our daughter Harriet.



March 2020 is a date that will stay with us all for the rest of our lives, but for us, it was when we realised that Harriet, a junior doctor, was going into the eye of the Covid storm when she joined the ICU team at the Royal Free Hospital, London.

The challenge of working in an ICU in normal times is obvious, but March 2020 saw all health professionals commencing on a journey that most had no idea of how it would end. Being 150 miles away from our daughter gave us only the snatched phone calls between her commute to and from overfilled wards. We were amazed at her resilience and her capacity to 'carry on'. Not once did she moan. There were occasional tears, particularly when her patients lost their fight against COVID. But one of the most outstanding memories were her chats where she marvelled at her colleagues - nurses, medics, Allied Health Professionals - ability to 'keep on going'. It was inevitable that the pandemic would impact on all our mental health, not least our frontline workers.

Nothing can compare to what the pandemic brought but we wanted to do something, so we began looking for an immense challenge that with enough training, strength and resilience is possible to anyone with a base level of fitness. The PDG Route was the one; a tough trek, a high-altitude traverse in the Swiss Alps, requiring tenacity, endurance, commitment, and a battle against the worst that nature may throw at you - much like the qualities we saw in Harriet and her colleagues during the pandemic.

## The project you'll be supporting

Thriving at work project – prevent, maintain, respond



Thriving at Work Project

- Enables us to provide up to six sessions of 1:1 psychological support with a trained Psychologist to help them come to terms with their trauma for free.
- Enables us to give free peer support training to support ICU professionals and their team/colleagues.
- We work with intensive care units to develop dedicated psychology services.
- Allows us to provide support for patient psychological wellbeing.
- We are delivering workshops for junior staff on psychological preparedness and developing skills in ICU. They are designed for all new staff and help prepare them to manage themselves within ICU and offer psychological preparedness for the role ahead.
- Creation of resource packs for all units that help provide information, techniques, and initiatives to support staff wellbeing and improve working environments.
- Research projects, such as GAINS looking at interventions to reduce intrusive memories (flash backs) of traumatic events.



**As the challenge builds, so does the sponsorship...**

### **£9,000 kit sponsor**

- Your logo as a shoulder patch on branded kit: jacket and salopettes
- Larger branding positioning and mentions across all media platforms and promotional materials delivered by the Society
- One free place within a team and the option to allot three other paid for positions (subject to availability)
- Your logo on a silk banner to be photographed with the team at key locations on the trek
- Branding and mentions across all media platforms and promotional materials delivered by the Society
- Team get togethers for training and support at preferred locations throughout the UK
- Opportunity to host a get together for your team/all teams throughout the training year or post challenge

### **£5,000 sponsor**

- Your logo on a silk banner to be photographed with the team at key locations on the trek
- Branding and mentions across all media platforms and promotional materials delivered by the Society
- Team get togethers for training and support at preferred locations throughout the UK
- Opportunity to host a get together for your team/all teams throughout the training year or post challenge

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