

Loughborough team uses magnetic attraction to attempt world record

Butterfly cross-channel world record holder Julie Bradshaw and her team are preparing for the challenge of a lifetime, and believe that magnetic attraction will help them break records!

8 world records for Julie

Loughborough University lecturer and swimmer Julie Bradshaw is no stranger to swimming the English Channel, and already holds 8 world records for long distance swimming. She first swam the Channel at the age of 15. The current record for swimming the Channel multiple times is held by a Polish team, who completed a double-crossing. Julie and her team not only want to break this record in July 2004 - they plan to achieve the first ever triple channel crossing, which involves swimming a staggering 66 miles! The team of 6 will take turns swimming a mile each and will have to endure cold, sea-sickness and sleeping on the small fishing vessel that will accompany them.

Thick fog and a passing oil tanker

The team are well aware of the hazards that could thwart their next record attempt, as they had to abort their 2003 attempt at a two-way crossing half-way through due to thick fog and nearly being hit by a passing oil tanker! However, they are determined for this year's swim to be a success and Julie believes that their chances will be increased by the magnetic Bioflow wristbands that each team member will be wearing!

In August 2000 Julie was forced to abandon her record attempt to swim the English Channel only 2 miles from France due to the tendons and ligaments of her forearm becoming injured. She says, "After twelve and a half hours in the water, I had to make the difficult decision to stop or risk long-term injury. The next day my arm swelled



Julie is third from right - photo courtesy of Loughborough Echo

up so much that it was the size of the bottom of my leg!"

By February 2001, Julie was still in so much pain that she was unable to do butterfly stroke. However, this changed when she started wearing a Bioflow magnotherapy wristband. Julie explains, "My Bioflow looks like a sports watch and contains a patented magnetic field called Central Reverse Polarity. This mimics the pulsed electromagnetic fields used by physiotherapists, and people and animals have experienced relief from a wide variety of conditions since wearing a Bioflow."

Within weeks Julie was swimming butterfly again, and she went on to achieve her dream and become the world record holder for swimming the channel using butterfly stroke in August 2002.

Ecoflow plc are delighted with the way Bioflow has helped Julie's swimming career and have donated newly developed waterproof Bioflows to every member of Julie's team.

As well as having to raise £6000 to pay for their record attempt, the team are hoping to raise extra money to support Rainbow's Childrens Hospice and Help the Aged. To support Julie, please call her on 07941 467291 or visit <http://mysite.freemove.com/juliebradshaw> (no www. needed in front of it).

