



## **FOR IMMEDIATE RELEASE**

### **Martyn Bould to Climb Mount Fuji For Cayman Islands Red Cross Fundraiser**

Longtime Cayman resident and philanthropist Martyn Bould MBE is once again lacing up his hiking boots for a cause close to his heart. Continuing his "Climb for Red" fundraising campaign, Bould will scale Japan's iconic Mount Fuji on August 28, 2025, to raise funds and awareness for the Cayman Islands Red Cross (CIRC).

This marks Bould's third climb in support of the Red Cross, following the successful ascents of Tanzania's Mount Kilimanjaro in 2019 and Argentina's Aconcagua in 2024. His most recent expedition raised an impressive \$16,000 to support the Red Cross's humanitarian work in the Cayman Islands.

This summer, Bould will climb the Yoshida Route on Mount Fuji, Japan's highest peak at 3,776 meters. Accompanied by experienced guide Chikako Hayashi, he will ascend from the 5th Station to overnight at Taishikan Lodge near the 8th Station before making a pre-dawn summit push to witness the sunrise from the top—an experience regarded as both spiritual and awe-inspiring in Japanese tradition.



“I’m proud to support the Red Cross through this journey,” said Bould. “The work they do in disaster preparedness, community outreach, and humanitarian aid is vital, and I’m honored to contribute in any way I can.” CIRC Director Jondo Obi commended Bould for his continued commitment. “We’re incredibly thankful for Martyn—not only for raising funds, but for raising awareness about the importance of the work we do,” Obi said. “The donations from this climb will directly support our community programs and ensure we remain ready to assist in times of crisis.”

The public is encouraged to support Bould’s Climb for Red by donating to the Cayman Islands Red Cross. Contributions will go toward ongoing programs such as disaster relief, first aid training, child protection, and support for seniors, and emergency shelter operations. **To donate, please visit this [link](#) or make a direct deposit to the Cayman Islands Red Cross account:**

**Bank of Butterfield:**

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