

## **Blue Bird returned to Pendine Sands for a very nostalgic and successful anniversary record run**

Eventageous PR was proud to be leading the way in organising and co-ordinating the broadcast, News Agencies and print media for this very special and iconic run which generated a substantial amount of media coverage worldwide. Working alongside Don Wales and the National Motoring Museum, Beaulieu the day proved a resounding success.

This year – 2015 saw the 90<sup>th</sup> anniversary of Sir Malcolm Campbell achieving a new World Land Speed record of 150mph at Pendine Sands, South Wales, in his 350hp Sunbeam. The commemorative run took place on 21<sup>st</sup> July 2015 exactly 90 years to the day that Sir Malcolm raced into the history books. The Sunbeam was driven by Sir Malcolm Campbell's grandson Don Wales who also holds several major speed records.

The Sunbeam was completely rebuilt in January 2014 by the workshop team of the National Motor Museum and has made appearances at the 'Retromobile' Paris and also at the 2014 Goodwood Festival of Speed.

Don Wales said ...“My grandfather was a remarkable man and for us to remember him and honour some of his achievements in this way will be very humbling. I really must thank Beaulieu for this opportunity and for all the hard work the restoration team have done on her”.

Don further commented that : "I just wanted to say an Enormous 'THANK YOU' to you, Rebecca at Eventageous PR for all the great work she did for the 90th commemoration run with the Sunbeam350hp on Pendine on Tuesday. The media response was absolutely staggering and way beyond all expectations! Her tireless energy on the beach organising all the different crews and keeping them happy was noticed and remarked upon by many people, a super effort! Rebecca has stuck by me and put up with a lot for Bluebird over the years and I value that support more than she will ever know - Thank you! The media response, I hope is a small satisfying reward for the hard work and a job very well done, I cannot thank her enough! Here's to the next 18 years!".

**National Motor Museum:** The world famous National Motor Museum houses a collection of over 250 vehicles telling the story of motoring on the roads of Britain from the dawn of motoring to the present day. The 350hp Sunbeam is one of four Land Speed Record cars on show in a permanent display *For Britain & For The Hell Of It*, opened in 2014, which also features the 1,000hp Sunbeam, the Irving-Napier Special 'Golden Arrow' and Donald Campbell's Bluebird CN7. Opened by Sir Stirling Moss in March, two new motor sport display areas in the museum, *Grand Prix Greats* and *Road, Race and Rally*, feature F1, rallying, trials and drag racing exhibits, as well as clothing, trophies, photographs, film and video, telling the story of both track

**About Don Wales:** Wales, who is the nephew of Donald Campbell CBE and Grandson of Sir Malcolm Campbell, has been maintaining the Campbell record-breaking tradition since establishing the UK National Land Speed Record for an electric car in May 1998 at a speed of 116mph. In 2000 Don returned with Bluebird electric to Pendine Sands and set a two way average of 137mph, with a peak speed of over 160mph – a national record he maintained for 12 years.

In 2009 working alongside the British Steam Car Team Don achieved a World Land Speed Record for a steam powered car of 148mph, a record previously set in 1906 by Fred Marriott in a Stanley steam car. In 2010 he returned to Pendine Sands and set the World Lawn Mower Record with a speed of 87mph. Don currently holds a World Land Speed Record, two American National records and eight UK National records. It is his ambition to be the first to exceed 500mph in an electric car. [www.donwales.co.uk](http://www.donwales.co.uk)