

**From:** 'Bowsher, Dan, VF UK'  
**Sent:** 25 November 2010 09:45  
**To:** 'Documentally'  
**Subject:** When You Arrive At John O'Groats...

Hi Christian,

Excellent work on reaching Inverness so quickly! Now you're approaching the final leg of the #Freebees Challenge, we're all starting to wonder exactly when you'll get to John O'Groats and we'd like to give the challenge's supporters a chance to win a little something...

Vodafone will give a pay as you go 16GB iPhone 4, complete with a £10 top up voucher so they can select a Freebee of their choice, to the first person to guess the exact time of your arrival at John O'Groats.

To enter, people will need to Tweet the day and time (hour and minute) that they think you'll arrive at the John O'Groats sign, using the #freebees hashtag to @VodafoneUK. Their tweets will need to follow this format:

*@VodafoneUK 25/11, 16:25 #freebees*

The winner will be selected based on the Twitter timestamp of your Gowalla check-in at the John O'Groats sign. The first person to have tweeted the closest guess will win.

Good luck with the tail end of the trip and keep warm – John O'Groats awaits!

Cheers,

Dan.