



PO Box 101
Ware
Hertfordshire
SG11 1WA

Tel: 01920 822 220
Email: mail@freshtracks.co.uk
Web: www.freshtracks.co.uk

PRESS RELEASE
4 December 2006

For Immediate Release

Fresh Team Build Was 'Different Class' For GRS Group

Say team building and most people immediately think of quad bikes but when Brighton based recruiters GRS Group were looking for something a little different not even they could have imagined what would be in store for them.

Keen to minimise their time away from the office, Fresh Tracks suggested a London based treasure hunt for the award winning recruitment specialists. But instead of donning a Deer-Stalker and a magnifying glass and beating a trail through the capital's historic streets, participants were asked to use a traditional London taxi.

The 'Black Cab Chase' requires a group to be split into smaller teams who are then asked to navigate their way through London's streets solving clues along the way and against the clock. Tasks are also set and souvenirs sought but when the teams competing were asked to try and find a celebrity and get their photograph taken with them it seemed like a tall order. That was until GRS legal, technology, media and telecoms Consultant and Pulp fan Anthony Brown bumped into hero, Jarvis Cocker, the genius behind the band's Different Class album.

Although no one else from GRS managed to get a picture of a celebrity, it didn't stop everyone from having a great fun day although whether Jarvis includes a reference to it in a future song, we'll just have to wait and see.

#####

Notes To The Editor:

Should you have any further queries about this story in particular or about Fresh Tracks in general, please do not hesitate to see <http://www.freshtracks.co.uk/> or contact Fresh Tracks direct on 01920 822 220.

Fresh Tracks were established in 1991 - one of the most established companies within their sector – and offer bespoke team building programmes, motivational activities and event and conference management solutions.

Recent clients include T-Mobile, Coco Cola, AXA, The British Embassy and the Department for Culture, Media & Sport.