

Case Study: Wendy Booker

In June of 1998, Wendy Booker received a devastating MS diagnosis. But it took very little time for her to transform anguish into inspiration. She immediately turned her hobby of casual running into a continuous pursuit and has now completed nine marathons.

Mountain climbing became her next conquest. In 2004, at the age of 50, Wendy Booker became the first person with MS to stand atop the highest peak in North America (Denali). The euphoria propelled her next aspiration: to climb the highest mountain on each continent.

Just five years later, Wendy Booker has successfully reached the top of six of The Seven Summits. Mt. Everest, the highest mountain on earth, looms large for May, 2010. Since the summer of 2007 Akamai Consulting has been with her every step of the way, transforming her personal cause into a rewarding and lucrative career.

Thanks to our committed PR services, Wendy's passion, strength and tenacity are garnering attention from the national press. Recently she has been featured on CBS Sunday Morning, in National Geographic Extreme Explorer, the New York Times, MORE, Prevention, a Chevy ad and countless regional publications. Corporate sponsors such as Teva Neuroscience and BP are offering funding and support for her quest.

With our advocacy and guidance, Wendy's career has evolved from interior design to motivational speaking as she travels the globe inspiring others to overcome adversity and scale new heights. Her message... "Climb on. The view from the top is breathtaking!"

"I am so glad that I stopped engaging a large PR firm and switched to Akamai Consulting. I cannot believe the level of service, communication and passionate advocacy that I receive on my modest budget. What did I ever do without you?"

