



Press Release

FOR IMMEDIATE RELEASE
28th January 2010

Gym for Heroes Endurance Campaign ~ 24th – 30th July 2010 **In Support of Help for Heroes**

Ex Army Officer Alan Haresign has created Gym for Heroes as a campaign to raise £1 million for Help for Heroes. The money will be directed to the treatment of Post Traumatic Stress Disorder (PTSD) and also for prosthetic replacement limbs, both of which are a high priority for the injured serviceman and women returning from operational deployments. This is also for enduring care as some of the injuries sustained require long term rehabilitation.

The Gym for Heroes campaign will be held in Gyms and Health Clubs in the UK and Military location overseas with the aim of enabling civilians and service personnel alike to rise to the challenge. Gym for Heroes, running from 24th – 30th July 2010, combines rowing, cycling and running into one event and can be carried out as an individual or team over a choice of 3 or 12 hours, without a break. More details are on the website; www.gymforheroes.co.uk In order for an individual to sign up they must get their gym to enrol first.

Alan, who along with his parents and two brothers have served over 100 years in the Army wanted to make this event unique, memorable and more importantly a challenge to those participating. Gym for Heroes has the opportunity to involve a wide audience both in UK and overseas, there are 4.5 million gym members nationwide and also a large UK military community worldwide:

“What Gym for Heroes is doing is nothing short of inspirational, they are doing their bit for real HEROES. I hope everyone will support this amazing and motivating challenge, I know I will be! We can’t thank them enough for their kindness, support and commitment to ensuring we can make sure our wounded HEROES get the very best..... THANK YOU ALL.”

Mark Elliott, Chief of Staff, Help For Heroes

With the potential audience and those sponsoring them there is certainly no reason why the £1 million target cannot be reached. Please dig deep both physically and financially.

We can all help by doing our part. Like **Matthew James**, a veteran who served in Bosnia, has been suffering from multiple sclerosis for the past 3 years, has lost 5 stone in weight and is now conquering his own fears and getting back to the gym, all in aid of his ex comrades. If Matthew can then anyone can.

Gym for Heroes is endorsed by Help for Heroes and The Football league and is also looking for sponsorship from any Company who wishes to become involved – there will be more campaigns in years to come.

Thank you to your support.

Ends

For more information please check the website: www.gymforheroes
Or contact: enquiries@gymforheroes.co.uk

<http://www.bmycharity.com/gymforheroes>
<http://www.twitter.com/gymforheroes>
<http://www.justgiving.com/Gym-for-Heroes-2010>

H4H registration number 20091221-9691-7269 Gym for Heroes is in support of Help for Heroes Charity

