

# sport relief '04 media pack

## CONTENTS

The Sport Relief vision	2
Sport Relief '04 – Go the Extra Mile	3
How to register	5
What to buy	6
What's on TV and radio	7
What else is going on in the world of sport	10
What's on the web	11
How to donate	12
What's in schools	13
Where the money goes	14
Who's helping	17
Thank you's	19
Some useful facts	20
Fitness First Sport Relief Mile event venues	21
Celebrity quotes	24

**Photography:** Glen Edwards, Grant Manunui-Triplow, Justin Canning, Matt Mitchell, Rhian AP Gruffydd, Sam Robinson, Trevor Leighton, Vicky Dawe.

# the sport relief vision

Sport Relief was set up by Comic Relief and BBC SPORT to tackle poverty and disadvantage, both in the UK and internationally. Its debut in 2002 raised more than £14 million, and that money is now hard at work.

This time around, Sport Relief is aiming to do even better. The vision is to harness the power, passion and goodness of sport to help change the world.

# sport relief '04- go the extra mile

Sport Relief returns on Saturday July 10th and it promises to be one of the highlights of the summer, with the biggest Mile event in history and an evening of unmissable TV on BBC ONE.

There's no need to be a sporty person to get involved. Just sign up, get sponsored, and be there on Sport Relief Saturday to help change the world by miles.

Venues up and down the country will host the Fitness First Sport Relief Mile and some of the best known faces from the world of sport and entertainment will line up alongside the public as the whole nation comes together to be part of a very special day. Rachel Stevens, Sir Steve Redgrave, Jo Brand, Alec Stewart, Gordon Ramsay, Nick Faldo, Colin Jackson, and Nicki Chapman are just some of the names who have already signed up, with more coming on board by the day.

The Miles will be launched live on Grandstand from 12h50 on Sport Relief Saturday. Well-known BBC presenters will be taking to the stage at every venue to MC the afternoon's activities. Large screens will provide a colourful backdrop showing snippets of this year's Sport Relief campaign as well as highlights of the summer's great sporting moments. Local dance groups, musicians and other great entertainment will make Sport Relief Saturday a special day.

*"Sport Relief's ambition to get the largest number of people ever running the mile and raising money at the same time is one I completely endorse. It's excellent to see, 50 years after I broke the 4 minute barrier, that the mile is still an inspiring force."*

**Sir Roger Bannister**

## what's in a mile

***...that's 889 David Beckhams or just 805 Martin Johnsons lying end to end if you were wondering.***

Fifty years ago Sir Roger Bannister broke what was thought to be an impossible barrier, the four-minute-mile. And the good news is that anyone can take part in the Fitness First Sport Relief Mile. We are calling on the nation to run, walk, hop, wear something silly – do whatever they want as long as everyone is part of it.

The Fitness First Sport Relief Mile comes in two distinct flavours. The Time Trial Mile is for people who want to set themselves a target and try and beat it on the day. But for those who want more fun and less run, the Freestyle Mile is all about doing it exactly how they want.

## the milers

There is a whole host of famous faces Going the Extra Mile too. Gordon Ramsay, Jo Brand, Nick Knowles, Nicki Chapman, Frank Bruno, Nicky Campbell, Harry Enfield, Kwame Kwei-Armah and Rudolf Walker, with more signing up every day.

## sock it to poverty!

No matter how people do the Mile, they will all be wearing a very special piece of kit – The Sport Relief Red Sock. Each and every Miler will receive one 'doing it' red sock when they register. As they cross the finish line on the big day, they'll be presented with the 'done it' sock to make the pair. A perfect memento of what will be a day to remember.

## fitness first sport relief miles on saturday july 10th

The support, backing and enthusiasm of our headline sponsor, Fitness First, has allowed us to make Sport Relief Saturday a truly national affair, with 14 carefully selected venues right across the UK hosting a national Mile. These will take place in Belfast, Birmingham, Brighton, Bristol, Cardiff, Edinburgh, Ipswich, Leeds, London, Manchester, Newcastle, Nottingham, Plymouth and Southampton.

Each of these 14 national venues will be unique and will be hosted by a celebrity Miler who will lead the day's activities.

In addition, a whole heap of local Fitness First Sport Relief Mile events are being organised by sports clubs, leisure centres and local town authorities and other groups. The locations and ideas are flooding in fast and furiously and range from over 50's in Calderdale wanting to do aerobics for a mile to a group of rugby fanatics passing a ball for the same distance.

Details of these venues are on page 21 and 22.

# how to register

To book a place on the Fitness First Sport Relief Mile, visit [www.sportrelief.com](http://www.sportrelief.com), call 09068 10 10 10 for a registration kit (calls cost no more than £1 which covers print, postage and packaging) or text "kit" to 84466 (texts will cost no more than 75p, which contributes towards postage and packaging. Please ask bill payer's permission before texting). Or simply register through any one of the 149 Fitness First health clubs all over the UK.

So get some sun block on and the trainers out as this will be the best day of the summer and the biggest Mile in history.

**Question:** How quickly do you think you could run a Mile?

**Nick Hancock:** "About 7 hours, 4 minutes."

# what to buy

## **Sport Relief T-shirt**

Thanks to Speedo, the Sport Relief '04 T-shirt is one cool and much sought-after piece of kit. The good people at Kitbag are the keepers of these exclusive t-shirts, so log on to [www.kitbag.com](http://www.kitbag.com) to get hold of one.

The T-shirt is available from May 4th and will only cost £14.99 plus p&p, with at least £5.00 going to Sport Relief. The T-shirt is part of a limited edition so our message is: 'don't hang around – because they won't!'

## **Sport Relief Single – 'Some Girls' by Rachel Stevens**

Rachel Stevens burst into the charts in August 2003 after a phenomenal four years as part of the hit pop band S Club 7. Her debut solo hit, 'Sweet Dreams My LA Ex', went straight into the top of the UK charts at No 2 and continued to be a huge overseas success.

Rachel Stevens' new track, 'Some Girls' will be the official fundraising track for Sport Relief '04. Rachel commented, "I'm really looking forward to Sport Relief. Hopefully everyone will love the new single and help to raise as much money as possible for this great cause."

## **'We Will Rock You' The Musical – Special Benefit Performance - May 11th**

When it comes to rock and sports anthems, Queen take the crown! So, if any one song seems to capture the spirit of Sport Relief, 'We Will Rock You' has to be the front-runner.

That's why Sport Relief has teamed up with Queen, Ben Elton and the producers of their hit West End musical We Will Rock You for a special fundraiser performance on May 11th, the musical's 2nd anniversary at The Dominion. The producers are generously donating all proceeds to Sport Relief and Brian May has promised to be there to help encourage guests to 'Go The Extra Mile' for Sport Relief.

For tickets, call ticketmaster on 0870 169 0116 or book online at [www.ticketmaster.co.uk](http://www.ticketmaster.co.uk).

# what's on tv and radio

Sport Relief enjoys a superb relationship with the BBC. As well as the full backing of BBC SPORT and BBC Nations and Regions, we have support from right across the organisation – from CBBC and FiveLive to BBC Online, BBC Learning and beyond.

In the weeks leading up to July 10th, BBC ONE will be packed with dedicated Sport Relief '04 shows.

## BEFORE THE NIGHT...

### **A Mile in Their Shoes**

An extraordinary documentary, featuring some very special celebrities including Patrick Kielty and Nick Knowles visiting special projects set-up and funded by Sport Relief '02 money in Peru, India and Zambia. The show will broadcast in late June.

### **A Question of Sport Relief**

Sue Barker and friends are set to re-jig and revamp this popular sports quiz for three very special Sport Relief specials in the week leading up to Sport Relief Saturday.

### **Kirsten goes to India**

CBBC follows Kirsten O'Brien as she goes to India to see how Sport Relief money has helped tackle poverty and child labour in India.

## ON SPORT RELIEF NIGHT...

After doing the mile on Saturday July 10th, Milers can put their feet up and watch a night of fantastic telly on **BBC ONE** from **7pm until midnight**.

Hosted by one of TV's biggest and best - BBC Sport's Gary Lineker - the show will feature: **Jo Brand, Rachel Stevens, Angus Deayton, Nicki Chapman, Lawrence Dallaglio, Sue Barker, Stephen Fry, Angellica Bell, Jeremy Clarkson, Alistair McGowan, Nick Hancock, Frankie Dettori, and Phil Tufnell**, among others.

### **They Think It's All A Question of Sport**

Stephen Fry hosts a hilarious episode of the sporting hybrid of British telly's two most popular sporting quiz shows - They Think It's All Over and A Question of Sport. Alongside Sue Barker will be regular A Question of Sport skippers Ally McCoist and Frankie Dettori, whilst Phil Tufnell and Phill Jupitus line up next to Nick Hancock.

### **Alistair & Ronnie**

Britain's two funniest and best impressionists, McGowan & Ancona, have got something very special up their collective sleeve for Sport Relief – which they'll

perform exclusively on July 10. It's unlikely Clare Balding and Willie Carson will ever been seen in the same light again...

### **Top Gear's Stars in Fast Cars**

At 9pm, Sport Relief switches over to BBC Two for half an hour as the nation's favourite show for petrol heads puts on a Sport Relief hat for a one-off special. Jeremy Clarkson will be joined by a host of A List celebrities and Top Gear's finest. Richard Hammond & James May will be offering their usual insight into the rights and wrongs of the action!

### **Angus Deayton's Best of the Worst**

The inimitable Angus Deayton presents a line-up of eye-bulging and occasionally stomach-churning clips from the world of sport.

### **Celebrity Boxing**

Yes it's back! Following hot on the heels of the first ever showbiz punch-up in Sport Relief '02 between Les Dennis and Bob Mortimer and last year's sensational spat between Ricky Gervais and Grant Bovey, two more hush-hush stars are set to don the gloves and gumshields for three rounds of pent-up pugilism.

But this year we've added a twist – at the end of the bout the great British public will vote via text for their winner. No accusations of bias and we get a People's Champion. Oh – and we make a potload of cash for Sport Relief at the same time!

### **Ray Stubbs is at it again!**

Last year, Ray Stubbs dropped 100ft for a pot of cash for Sport Relief. This year, he's going to prove that he will do absolutely anything to get the public to pledge their money to Sport Relief. Be prepared for some astonishing surprises!

### **Rugby v Football**

Which is the strongest, fastest and fittest... Rugby Union or Football? This debate has raged ever since Martin Johnson raised the World Cup last November. Now, Sport Relief is set to answer that burning question with an amazing competition that pits four of the oval ball's biggest names against four top notch footballers.

**Add to all this** a line-up of tip top music stars performing live from the Sport Relief studio. This will make up a night of edge-of-your-seat entertainment for absolutely everyone.

Much more on the Sport Relief TV Show will be revealed nearer July 10th.

## **BBC Five Live Shirt Amnesty - launches May 4th**

BBC Radio 5Live and Sport Relief are launching a Shirt Amnesty today to collect as many football shirts as possible. These will be delivered to countries in Africa where money raised by Sport Relief '04 will also be spent. With the help of DHL, Locker Freight Ltd and the Football Association, footy shirts will be collected through a PO Box address and a drop off system at a number of the FA's mainstream summer events where people will also have the chance to register for the Mile events. Celebrity signed shirts will also be auctioned for Sport Relief.

**Question:** *You are running the Sport Relief Mile. How are you planning to train for the event?*

**Jo Brand:** *"With the aid of a local taxi driver!"*

# what else is going on in the world of sport

From across the sporting world Sport Relief has been given brilliant support, advice and energy. Here are some of the highlights of what's going on:

## **The Midsummer Megamatch – June 21st**

Fishing guru Bob Nudd and TV / radio host and fishing enthusiast, Nick Hancock will be heading up the biggest fishing match EVER with anglers from all disciplines raising money for Sport Relief. This is being supported by the Environment Agency and Angling Trade Association. For more information, go to [www.sportrelief.com/angling](http://www.sportrelief.com/angling) or [www.megamatch.org](http://www.megamatch.org).

## **Speedo Swim Challenge – June 26th**

Speedo is going to be making a splash at local pools across the country with The Speedo Sport Relief Swim Challenge on Saturday June 26th. To find out more visit [www.sportrelief.com/swimming](http://www.sportrelief.com/swimming).

And there's more....

- Bobby George has challenged his fellow 'darters' to see how many points they can score in his four minute darts challenge.
- Rugby Union and Rugby League have already raised £138,000. Of this £85,000 was raised when the RFU dedicated their World Cup send-off dinner back in September to the Sport Relief cause.
- The FA Premier League clubs will be making donations on match programmes for the last games of the season.
- The Football League is holding a series of text competitions for fans to win a place in their favourite team.
- The Football Association has made Sport Relief the official charity at the England friendlies before the European Championships in June.
- Mini cricketers up and down the country are taking part in BBC Sport's Kwik Cricket Tournament in aid of Sport Relief. On Twenty 20 Cup Derby Day - July 9th - First Class County Cricket Clubs will be supporting Sport Relief.
- We've been running text and phone competitions with fantastic sporting prizes across BBC Sport. Brilliant prizes have been provided by Royal & Ancient, Lashings, Aintree Racecourse Company and many more star supporters.

# what's on the web

www.sportrelief.com, the online home of all Mile-related happenings, will feature exclusive 'behind-the-scenes' BBC TV footage, unique, entertaining content and interactive games. As the online start-line and registration HQ there will be masses of ideas to help people complete their mile, their way, while raising tonnes of cash, as well as places for them to tell everyone what they're doing and support to help them do it.

Visitors will also be able to make a secure donation via a custom built e-commerce platform, buy special Speedo Sport Relief T-shirts from our partner kitbag.com, find out how their money is spent plus lots more interactive website fun. Online educational material is providing kids and teachers with all they need to make Sport Relief in schools a really special event.

Comic Relief has been working closely with some of the greatest names in the technology industry to create the Sport Relief website. It will be capable of providing online content to a huge number of users while processing a record number of donations.

The team of helpful hardware and software heavyweights includes Cisco Systems, Energis, Macromedia, Oracle, Sun Microsystems, WorldPay and Zeus Technology. Helping spread the word about our web wizardry are bigmouthmedia, Digital Outlook and iJack, while Atticmedia is providing content for the fun and games, registration and education sections.

Once again BBCi, the BBC's interactive arm, will allow viewers to donate from the comfort of their armchair. Digital Satellite (Sky) viewers will be able to press the red button on the evening of Sport Relief Saturday July 10th, to go through to the on-screen guide, allowing them to donate money through their TV set in simple steps. Freeview and Digital Cable viewers will also be able to use that magic red button to bring up information about Sport Relief and how to donate. And of course there's lots going on on the BBC SPORT's website [bbc.co.uk/sportrelief](http://bbc.co.uk/sportrelief)

**Question:** *You are running the Sport Relief Mile. How are you planning to train for the event?*

**Jo Brand:** *"With the aid of a local taxi driver!"*

# how to donate

- To make a donation to Sport Relief, please call 08457 910 910 (calls will be charged at a LoCall rate).
- Donation cheques should be made payable to 'Sport Relief '04' and sent to: Ernst & Young, PO Box 678, London EC4A 1NT
- Log onto the Sport Relief website [www.sportrelief.com](http://www.sportrelief.com) to make a credit or debit card donation.
- Go to any high street bank, most building societies, post offices from July 5<sup>th</sup> and quote FREEPAY account 6777.

Just like Red Nose Day, Sport Relief is a Comic Relief initiative. To find out more about what Comic Relief does and how it does it, go to [www.comicrelief.com](http://www.comicrelief.com).

**Question:** *What motivated you to support Sport Relief?*

**Clare Balding:** *"A firm belief that sport can make a difference, can bring a smile to people's faces and is a vital part of life."*

# what's in schools

As ambassadors for Sport Relief and schools, Will Greenwood and Bob the Builder are getting schools really excited about the Sport Relief '04 School Kits. 33,000 of these have just been delivered to every school in the country.

The kit will provide teachers with the chance to join in with Sport Relief '04 this summer, have some outdoor sporty fun, take a challenge and most importantly, Go The Extra Mile and help us raise money for those who really need it.

The kits come in primary and secondary versions, complete with funky shoulder bag, fun-filled CBBC video, and colourful pullout posters to stick on the classroom walls. They are crammed with loads of fundraising ideas and other opportunities including an exciting competition to win a school visit from rugby star Will Greenwood.

The kits are also full of lesson ideas to help students learn about the serious issues behind Sport Relief '04 and meet the people Sport Relief helps.

For more information on Sport Relief Education and a full online version of the kit, plus extra material like film clips, presentations and assemblies, go to [www.sportrelief.com/schools](http://www.sportrelief.com/schools).

The Sport Relief School Kit was only made possible due to help from our supporters including the DfES, OCA, BBC Sport Academy and CBBC. So a big thank you is in order!

**Question:** *What are the qualities sport can instil in people?*

**Alec Stewart:** *"The will to succeed. Create a good team spirit and teach disciplines needed for success both on and off the field."*

# where the money goes

The money raised by Sport Relief '02 is being spent right now, 50% here in the UK and 50% overseas.

## UK PROJECTS

In the UK Sport Relief funds projects that use sport to change lives in many different ways. Sport has the power to unite communities divided by fear, violence and tension; enable people with shattered lives to regain their confidence and for many, taking part in sport can break the cycle of loneliness and isolation. FARE, Future Youth Games, ReStart and Fitzrovia are just four examples of where Sport Relief '02 money has been spent.

### FARE, Glasgow

FARE is based in the heart of the Easterhouse Estate in Glasgow. The estate has been marked by decades of deprivation - more than half the children of Easterhouse are living in poverty. It's also been carved up by territorial gangs and is home to more than 10 'schemes' (gangs) that only come together to fight - often in a local sports ground known as 'the killing fields'. Local children are growing up in fear, with violence and in extreme cases death, as part of their lives.

FARE runs a programme of sports, which includes football, basketball and tennis with groups of young people from different schemes to help them build relationships and start to break cycles of hatred and violence, much of which goes back generations.

### Future Youth Games, Belfast

For many people in Northern Ireland, sectarianism and religious bigotry are still rife. Young people often grow up living completely separate lives, and only come together in conflict. Many children grow up never having even had a conversation with someone 'from the other side'.

Future Youth Games brings together hundreds of young people from across the religious and political divide for a week in the summer and intervals throughout the year. They enjoy a broad range of sports, including Gaelic football and rugby. They will also get a rare opportunity to talk to each other about their differences and, more importantly, their similarities, and begin to break down the barriers between them.

### Fitzrovia Youth in Action (FYA), London

Over the past decade racial tension and territorialism have been on the increase in South Camden. So much so that the Home Office has described it as one of the 'UK's most polarized boroughs'. It is also one of four areas described as most likely to suffer from serious social unrest. A long history of conflict between the Bangladeshi and white communities, which seven years ago resulted in the gang murder of a 13-year-old boy, has been at the heart of the problems.

FYA works with young people from all backgrounds to help tackle local tensions and to promote racial harmony. Through activities like football, young people from all backgrounds come together and put aside their differences to play on mixed teams. Most of the activity happens in 'the warren', a sports pitch renovated by the young people themselves, situated near Warren Street tube station in the heart of London.

### **Restart Cardiff, Cardiff**

Like many parts of the UK there are certain sections of Cardiff that have problems with gangs. The areas of Ely & Caerau contain the second largest housing estate in Europe, which is located on the outskirts of Cardiff. The area is cut off from the rest of the city and the community is isolated from shops and other amenities.

Unemployment and poverty rates are high with almost 50% of households with no one with a job. Due to boredom and a lack of places to go, many young people are at risk of getting into fights or trouble with the authorities. A dual carriageway cuts the estate in half that leaves a physical divide, which has given rise to territorialism, between different groups of young people.

Restart is part of Safer Cardiff, which is working towards the reduction of crime and the fear of crime in Cardiff. Restart is at work in Ely and Caerau and aims to bring young people together from different sides of the divide. One way to bring young people together is to offer them practical things to do such as playing sport or making music. The project is also an opportunity for young people to get information and advice if they are at risk of getting into trouble. Restart runs a very successful mobile youth club on a converted double decker bus. The bus gives young people an opportunity to get to know each other in a safe and trouble free environment. Up to 60 young people use the bus each night. The success of the bus has inspired Restart to set up a sports programme in a local leisure centre so that more young people can come together and get involved in different sports such as rugby, squash, swimming, weights and football.

## **INTERNATIONAL PROJECTS**

Overseas, Sport Relief money supports kids forced to live really tough lives in some of the poorest countries in the world by helping them get an education, stay healthy, find families to love them and avoid the horrors of war.

### **The Railway Children Federation (RCF), India**

There's up to 200,000 street children living in each of India's main cities. Having left home because of poverty, family breakdown or the death of a parent, children find themselves on the streets alone and vulnerable to abuse. Many live around India's railway stations and lines.

Wherever possible, The RCF tries to reunite street children with their extended families. They also provide them with vital shelter, food and healthcare, and offer them basic education. One of the ways The RCF will use Sport Relief money is to extend a night shelter for young girls who otherwise sleep near a shrine or red light area opposite the station in Calcutta. RCF also want to offer special support to disabled street children and those living with HIV.

## **ChildHope, UK and ADEVI, Peru**

ADEVI works to support child labourers and their families who work in the brick-making quarries on the outskirts of Lima, the capital city. Education is provided for children and young people, reducing the financial burden on the family. Labourers receive support in order that they may improve their conditions, and ADEVI works closely with the families providing them with training in new skills and assisting them to set up income generation schemes and to find less hazardous employment. By doing this, families incomes are raised so children no longer have to work in the quarries. ChildHope UK helps in a number of ways - through financial support, technical input, training, and project design and management in an effort to reduce levels of harmful child labour through enabling children to access their rights.

The project also helps another organisation, Proceso Social, who work with the recycling community of Las Lomas de Carabayllo where families are struggling with extreme poverty and in hazardous environments, by helping them develop their own community. Proceso Social will help to educate members of the community so that they can increase their awareness of their rights, and develop leadership and advocacy skills, which can help them to address their needs and the needs of their children. By working in partnership with local schools and after school clubs, schools can better meet the educational needs of child labourers. Ultimately, these efforts ensure that children and their families work and live in safer environments, and that children receive the education they deserve.

## **Healthlink Worldwide**

In Nigeria, the number of people with HIV is growing at a staggering rate - as many as 1 in 10 are now living with the virus. Often, it's not just one but both parents who die from AIDS, leaving millions of children orphaned across Africa's most populated country. Many are even left without any relatives at all and are left to face discrimination from those who are ignorant of the reality of HIV/ AIDS.

Building on the innovative and inspired 'memory book' project that was started in Uganda, Healthlink Worldwide will pilot and replicate the model in 20 villages across Nigeria. Mothers and fathers who are HIV positive will be given emotional support when they tell their families about their status and they will be offered help to plan for their children's future. Memory books will be used to store precious family histories and vital information for their children. For parents memory books are vital. They help families prepare in a positive way for their death, which is inevitable no matter what care, support and treatment they receive. This has proven absolutely essential in helping children to cope with the death of a parent.

With the Sport Relief grant, Healthlink will continue to support children and their parents who are living with and dying from HIV/ AIDS and tackling the discrimination associated with the disease in their community.

# who's helping

It's impossible to run an event like this without the help of some very generous and resourceful organisations. Unfortunately there's not enough space to include absolutely everybody but without them, we couldn't do it!

**Fitness First** is the Sport Relief Miles' best mate! The headline sponsor is the largest health club chain in the country with over 900,000 members worldwide.

The organisation has 149 clubs in the UK (plus 13 Fresh Start Fitness clubs) and strives to provide its members with more than just a place to get fit. The Fitness First health club chain offers everyone the opportunity to improve their fitness in a relaxed environment - and have fun at the same time.

As well as being able to register for the Mile at any one of the Fitness First health clubs across the UK, you can train to beat a target time with them or become a Fitness First Freestyler in time to run The Mile on Saturday 10th July. To find out more visit [www.fitnessfirst.com](http://www.fitnessfirst.com).

Thanks to the wonderful **Speedo** the Sport Relief '04 T-shirt is a fabulous and much sought-after piece of kit. The good people at **kitbag** are the keepers of these terrific t-shirts, so log on to [www.kitbag.com](http://www.kitbag.com) to get your hands on one.

**BT** has been making it possible for people to donate money over the phone since Comic Relief began. Providing telephony, network, call centres and thousands of volunteer hours from employees, they have been and remain, a vital part of the Comic Relief family.

**DHL** is limbering up for its role as the Official Carrier to Sport Relief, providing all the support needed to ensure that everything is in place when it needs to be. DHL is getting its service centres up and down the country under starters orders to transport everything from Sport Relief registration packs to 2,500 cases of water for Milers.

**buy and fly!**, the travel reward programme and our official flight partner is giving away miles of prizes for Sport Relief '04. Lucky Milers could win 1000 buy and fly! points - enough for two return flights from London to Paris! 100 points are available to everyone who registers free as a collector (visit [www.buyandfly.com](http://www.buyandfly.com)) with another 50 points for everyone who completes the Mile.

Call **Ticketmaster** or visit their website at [www.ticketmaster.co.uk](http://www.ticketmaster.co.uk) to buy sports tickets and have the chance to donate to Sport Relief '04. Just the ticket for another great Sport Relief team! Bums on seats, hands in pockets!

Once we've received all the Mile sponsorship money, we have got to count it! Luckily for us, we have the accountants supreme, **Ernst & Young**, as part of the Sport Relief team.

**Nationwide** are the wonderful people that make the mighty Comic Relief Credit Card possible. For every pound spent on the card, Nationwide give Comic Relief

cash. The first time the card is used, Nationwide will donate £5.50 to Comic Relief. From then on, 0.5% of the value of all purchases made with the card will be donated to Comic Relief. For more information, go to [www.nationwide.co.uk](http://www.nationwide.co.uk). And there's more, Nationwide are kicking off a raft of exciting football activity right across the UK. Win the chance to be registered as a player with your Football League club! For more information visit [www.sportrelief.com/football](http://www.sportrelief.com/football).

**The Science Museum** has given us their venue for our launch as well as getting behind the Sport Relief campaign in a big way. Visitors to the Sport Relief website can download a voucher entitling them to £1 off a ticket to the Science of Sport exhibition whilst triggering a £1 donation from the ticket price to Sport Relief! Visitors to the exhibition will also be able to pick up entry forms for London's 'Go the Extra Mile' event.

# thank you's

## **BBC**

A huge thank you must go to the BBC. Without the strength and support that their partnership brings Sport Relief just couldn't happen.

## **The World of Sport**

Sport Relief has linked up with a great many sport-related organisations to make this 'Go The Extra Mile' campaign a success across a large variety of sports. We are very grateful for all their brilliant support, advice and energy.

Sport England has played a big part in making the Sport Relief Mile happen. From helping us find organisers, to spreading the word far and wide, they really have gone the extra mile to help us.

UK Sport is the lead agency for high-performance sport and is committed to driving success on three fronts: world class performance, world class standards and worldwide impact. As part of their worldwide impact work, UK Sport already supports a number of projects abroad that use sport as a tool for development. Their advice and experience will be invaluable in helping to ensure that Sport Relief funds can help support this innovative work.

So we would like to say a huge thank you to all these wonderful people who have helped make this and much much more happen. In full these are:

Aintree Racecourse Company, Angling Trades Association, Bridgestone Motorsport & Bridgestone UK British Darts Organisation, British Horseracing Board, English Golf Union, Environment Agency, Epsom Racecourse, Irish Golf Union, Lashings Cricket Club, Newmarket Racecourse, Rugby Football League, Rugby Football Union, Scottish Cricket Union, Scottish Golf Union, Scottish Premier League, Scottish Rugby Union, Sports Council Northern Ireland, SportScotland, Sports Council for Wales, The All England Lawn Tennis Club, The Amateur Swimming Association, The England & Wales Cricket Board, The European Tour, The Football Association, The Football League, The Jockey Club, The Lawn Tennis Association, The Premier League, The Professional Cricket Association, The Professional Football Association, The Professional Golfers' Association, The Royal & Ancient Golf Club of St Andrews, UK Athletics, Welsh Golf Union, Welsh Rugby Union, World Snooker Limited.

## **New Media**

Thanks also to all our new media partners for their kind support of [www.sportrelief.com](http://www.sportrelief.com); from our technology partners including Cisco Systems, Empirix, Energis, Internet 21, Macromedia, Multimap, Oracle, QAS, Straker Interactive, Sun Microsystems, WorldPay and Zeus Technology; our application and architecture consultants, Can Factory and Saviso Consulting; to our online marketing partners including bigmouthmedia, Cheetah Mail, Digital Outlook and iJack.

## **The Launch**

Special thanks must also go to the Science Museum, freud communications, Colour Sound Experiment, Out of the Blue, digby trout restaurants, Fulham Palace Garden Centre, RTS Audio, Gallowglass, Newman Display, Tigerturf UK and Bosprint Ltd and BT and their ISDN lines for great support at the launch event.

## **And last but certainly not least...**

... DCMS, Youth Sport Trust, The Open University, HIT Entertainment, BBC Worldwide and Limelight.

**Sport Relief extends a MASSIVE 'thank you' to them all.**

# some useful facts

## **HIV/AIDS**

This year marks the 50th Anniversary of the 4-minute mile. In just 4 minutes, 20 people somewhere in the world will die of AIDS and 17 children will be orphaned by it.

For the price of a pair of football boots, 9 AIDS orphans in Zambia could have their school fees paid for a year.

It's estimated that more than 300,000 children are working on carpet looms in India. They would fill the huge new Olympics stadium in Athens more than 4 times.

## **Street Children**

The cost of a Premier league football match ticket would pay for a street child living on the railways in India to be safe in a shelter for a month where they would receive food, clothing and schooling.

## **Conflict**

Every hour 83 children are killed, maimed or disabled by war – that's 124 children over the duration of a football match.

## **Poverty**

In the UK there are over 13 million people living in poverty - that's nearly 1 in 4 of us. Sport Relief is helping deprived local communities come together to improve their chances in life.

Nearly 1 in 3 children in the UK are living in poverty.

1 in 3 children living in poverty do not have three meals a day.

## **Sectarianism**

3,500 people have died in sectarian bombings and shootings in what's known as the 'troubles' in Northern Ireland. Sport Relief is bringing together people from across religious and sectarian divides to break down barriers and build bridges.

## **Territorialism/Gang Violence**

1/3 of young people feel unsafe in their local area after dark.

Nearly half of all young people reported being a victim of crime in the last 12 months.

# fitness first sport relief mile venues

**Almost every major town and city in the UK will host its own Mile event on Sport Relief Saturday. Here are the 14 key venues:**

London Milers will take to the streets of one of most spectacular parts of the capital for the **London** Mile. The route will go from Temple along the Victoria Embankment and will end up in Trafalgar Square.

The prestigious Murrayfield Stadium in **Edinburgh** will host the venue for Scottish Milers. The stadium is situated 15 minutes walk to the southwest of the city centre and has been the home of rugby in Scotland since 1925.

Milers in Northern Ireland will head for Ormeau Park, **Belfast**. Located just a mile from the city centre, Ormeau Park contains one of the oldest golf courses in Northern Ireland.

The welsh capital **Cardiff** will host its Mile at Black Weir Park. The park is one of a group of parks that surround Cardiff Castle and is situated less than a mile to the north of the city centre.

Central Park in **Plymouth** will see Devon and Cornwall Milers doing their thing. The park is a 'Green Lung' of the city centre and boasts panoramic views across the city.

Those Going the Extra Mile in East Anglia will head for Chantry Park in **Ipswich**. Since it was given to the people of Ipswich in 1928 the park has held many concerts, events and festivals. The park can be found three miles to the west of the city centre.

**Newcastle's** Exhibition Park will be the place for the North-East's Mile. The park took its name after hosting the Royal Jubilee Exhibition in 1887 attracting over 2,000,000 visitors. The iconic Newcastle venue is just one mile to the north of the city centre.

**Manchester's** Heaton Park will be awash with people changing the world by Miles come July 10<sup>th</sup>. The park is just four miles from the city centre and is the biggest municipal park in Europe.

The tree-lined Avenue is **Southampton's** picturesque setting for the Mile. The Avenue lies between Central Park and Southampton Common around one mile north of the city centre, which is a Designated Site of Natural Beauty.

Preston Park is the venue for the **Brighton Mile**. The Park was opened to the public in 1883 and can be found less than a mile to the north of the city centre.

**Bristol's** Mile will take place at Greville Smyth Park. The former private estate was donated to the city by the Smyth family in the late 19th century. The park can be found three miles to the southwest of the city centre.

**Birmingham** City Council will proudly host the second city's Mile in Centenary Square. The Square, was created in 1989 to commemorate the centenary of Birmingham as a city, can be found within a mile to the north of the city centre.

The beautiful Wollaton Park, **Nottingham** is the place for Milers in the east Midlands to make a bee-line for. The site is a 500-acre deer park found less than two miles west of the city centre and is also home to Wollaton Hall.

Roundhay Park will host the **Leeds** mile. The 315-hectare site was opened in 1873 and is currently being restored in a £6 million lottery project. The park can be found three miles to the north of Leeds City Centre.

And of course, those unable to make it to the key Miles will be able to Go the Extra Mile at one of the many Local Miles taking place in towns and villages around the country. To find out more about where the Miles are taking place, go to [www.sportrelief.com](http://www.sportrelief.com)

# celebrity quotes

"If you do one thing this summer, make sure it is the Fitness First Sport Relief Mile."

**Steve Redgrave**

"Sport Relief's ambition to get the largest number of people ever running the mile and raising money at the same time is one I completely endorse. It's excellent to see, 50 years after I broke the 4 minute barrier, that the mile is still an inspiring force."

**Sir Roger Bannister**

"It's a tribute to a great sportsman, Sir Roger Bannister, and a marvellous sporting nation that thousands of people all over the country will 'Go the Extra Mile' on Sport Relief Saturday to help disadvantaged people in the UK and all over the world. The Government is making sport an ongoing priority, and we are supporting splendid initiatives like Sport Relief in an effort to build a happier and healthier sporting nation."

**The Rt Hon. Tessa Jowell**, Secretary of State for Culture, Media and Sport

"I'm really looking forward to Sport Relief. Hopefully everyone will love the new single and help to raise as much money as possible for this great cause."

**Rachel Stevens**

**Question:** You are running the Sport Relief Mile. How are you planning to train for the event?

**Answer:** "With the aid of a local taxi driver!"

**Jo Brand**

**Question:** What motivated you to support Sport Relief?

**Answer:** "A firm belief that sport can make a difference, can bring a smile to people's faces and is a vital part of life."

**Clare Balding**

**Question:** What are the qualities sport can instil in people?

**Answer:** "The will to succeed. Create a good team spirit and teach disciplines needed for success both on and off the field."

**Alec Stewart**