



Sport Relief 2010: Rise to the Challenge

Come on North Wembley! Sport Relief 2010 has arrived

Sport Relief is back – and it's coming to Harpers Fitness at Vale Farm Sports Centre! North Wembley is set to host one of Sainsbury's Sport Relief Miles on Sunday 21st March, and needs local people to show their support by entering now at www.sportrelief.com. The 3 mile run sets off from Brent Lodge Park at 12pm. The Sport Relief Weekend is taking place from Friday 19th to Sunday 21st March and it'll be three whole days of energy, entertainment and events to help the nation rise to the challenge!

Kayleigh Eccles, Duty Manager at Harpers Fitness at Vale Farm Sports Centre said: "The Sainsbury's Sport Relief Mile in North Wembley is here and it's your time to shine. From teeny-tots with their mums and dads, to super sprinters up against the clock there's something for everyone on the big day – whether you do 1, 3 or 6 miles. Best of all, the money you raise by getting sponsored will be used to transform lives forever. So come on and rise to the challenge!"

Hundreds of thousands of people across the country will rise to the challenge at the Sainsbury's Sport Relief Mile - and have a great time too – whether they do 1, 3 or 6 miles. Comic Relief will spend the money raised through sponsorship helping poor and vulnerable people both here in the UK and across the world's poorest countries.

Sport Relief has a unique history of dedicated people doing extraordinary things to rise to the challenge. In 2006 David Walliams completed his astonishing swim across the English Channel and in 2008 Adrian Chiles and Alan Shearer cycled 335 miles from Newcastle to London. This summer Eddie Izzard set an incredible standard by running an amazing 43 marathons in 51 days around the UK and there'll be even more amazing celebrity challenges to get the whole nation geared up for the Sport Relief Weekend.

The whole thing kicks off on Friday 19th March when everyone gets active, raises cash and has a ball at home, at work or at school; before they settle down to watch a night of top Sport Relief telly on BBC One. Then there'll be even more BBC radio, online and TV coverage throughout the weekend to keep everyone entertained. Then it's the big one, the chance for the nation to come together and take part in the Sainsbury's Sport Relief Mile on Sunday 21st March.

For more information on Sport Relief 2010 visit www.sportrelief.com

For more information contact: Vale Farm Sports Centre, Watford Road, North Wembley, Middlesex, HA0 3HG on 0208 908 6545

Online Media Centre: www.sportrelief.com/whats-on/media-centre

About Sport Relief

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives. The Sport Relief Weekend takes place from Friday 19th March to Sunday 21st March 2010 including a night of Sport Relief telly on BBC One and the Sport Relief Mile events across the UK on Sunday 21st March. All the cash raised will help transform the lives of those in desperate need across the UK and the world's poorest countries.

Since its launch in 2002 over 1.25 million people have taken part in Sport Relief, helping to raise over £75 million. Sport Relief has a unique history of dedicated people doing extraordinary things to rise to the challenge, from David Walliams' astonishing swim across the English Channel to Eddie Izzard's truly amazing marathon a day around the UK. Further information is available on www.sportrelief.com

Sport Relief is an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland).

About Sainsbury's

Sainsbury's has over 800 stores nationwide and is the UK's longest standing major food retailing chain, having opened its first store in 1869. Sainsbury's has supported Comic Relief since 1999 and has raised over £43 million for the charity to date. In 2009, Sainsbury's handed over £11 million on Red Nose Day, the largest cheque ever received in Comic Relief's history. For more information see www.sainsburys.co.uk/sportrelief.