

# LOOK EAST - COMMUNITY FUNDRAISING



## WEAR IT PINK FOR BREAST CANCER NOW

### >>> HERE'S HOW YOUR CENTRE CAN GET INVOLVED

Wear It Pink is one of Breast Cancer Now's biggest fundraising events. It's a day when thousands of people wear pink and raise as much money as possible for Breast Cancer Now's world-class research and life-changing support services.

This year, Wear It Pink takes place on Friday 18 October, during Breast Cancer Awareness Month, however you can hold your event any day in October. It's a fun way to get creative and support an amazing cause!

Every 10 minutes, someone in the UK hears the words "you have breast cancer". It's the most common cancer in women in the UK. And cases have risen by 24% in the last 30 years.

We're on a mission to make sure that by 2050, everyone diagnosed with breast cancer lives, and is supported to live well. By wearing it pink this October, you can help us get there.

### Get involved!

To take part in this brilliant fundraising event sign up here: [wearitpink.org/everyoneactive](https://wearitpink.org/everyoneactive)

You will receive everything you need in the post, however if you have any questions, please email [Everyone.Active@breastcancernow.org](mailto:Everyone.Active@breastcancernow.org)

We would love for you to encourage your customers to organise their own Wear It Pink event and so we have created some posters for you to print off and display in your centres. We will also be showing digital adverts across all centres, with information on how customers can sign up to the event.

Thank you so much for your support!

**WEAR IT PINK** BREAST CANCER NOW The research & support charity

**WEAR PINK. CHANGE LIVES.**

**Friday 18 October.**

At the gym, in your yoga class or with your netball team, **wear it pink** and raise vital funds to help people affected by breast cancer.

To get your fundraising pack, scan the QR code or visit [wearitpink.org/everyoneactive](https://wearitpink.org/everyoneactive)

# BREAST CANCER NOW AWARENESS CAMPAIGN

**BREAST  
CANCER  
NOW** The research &  
support charity

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Self checking can be one of the best ways to spot changes and potentially protect against breast cancer. This article includes all the information needed, plus downloads for you to share with colleagues and customers.

Breast cancer can affect anyone, so ensuring that checking your breasts is a regular part of your routine is so important.

Breast changes can happen for many reasons; they may be due to hormonal changes as part of your monthly cycle, pregnancy and breast feeding, the menopause or puberty. But if you get to know what's normal for you, you'll then be more confident about noticing any unusual changes.

## TLC from Breast Cancer Now

There's no special way to check your breasts and you do not need any training. Checking your breasts is as easy as TLC:

- Touch your breasts: can you feel anything new or unusual?
- Look for changes: does anything look different to you?
- Check any new or unusual changes with a GP.

Everyone will have their own way of touching and looking for changes. Check your whole breast area, including up to your collarbone (upper chest) and armpits.

Some changes to keep an eye out for include:

- A lump or swelling in the breast, upper chest or armpit
- A change to the skin, such as puckering or dimpling
- A change in the colour of the breast – the breast may look darker, red or inflamed
- A nipple change, for example it has become pulled in (inverted)
- Rash or crusting around the nipple
- Unusual liquid, also called discharge, from either nipple
- Changes in size or shape of the breast.

Most breast changes, including breast lumps, are not cancer. But the sooner breast cancer is found, the more successful treatment is likely to be.



## Resources to share:

The 'know your breasts' quick guide, from Breast Cancer Now, is a pocket-sized leaflet showing how to be breast aware, the signs and symptoms, and what to do if you notice a change.

You can support Breast Cancer Now by sharing this breast awareness information with your customers and colleagues and by printing off and displaying our Touch Look Check leaflets at your centres.

If any customers or colleagues have any concerns about breast cancer, or just want to talk, call our helpline free on 0808 800 6000. Open Monday to Friday 9am-4pm and 9am-1pm Saturday.

## Quick guide:

[https://breastcancernow.org/sites/default/files/publications/pdf/bcc211\\_know-your-breasts\\_miniguide\\_2021\\_web.pdf](https://breastcancernow.org/sites/default/files/publications/pdf/bcc211_know-your-breasts_miniguide_2021_web.pdf)

## TLC Leaflets



**PRINTABLE POSTERS  
AVAILABLE ON BACK PAGES**



# OFF TO A FLYING START!

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## »»» EAST REGION FUNDRAISING TOTALS

Well done to everyone for an amazing start to the 2024/25 fundraising year. During August the East Region MRM raised £2,354.48 across the sites, with many new JustGiving pages set up and also adding vital charity donations.

If you're still unsure about what to take on as a personal or group challenge, Breast Cancer Now is currently finalising their 2025 fundraising events calendar, for which they can help secure and support charity places at some amazing events.

### Confirmed events to date:

Date	Event	Location
Throughout the year	Ultra Challenge Series – Action Challenge	UK wide
Throughout the year	Skydiving	UK wide
15-Sep-24	Edinburgh Kiltwalk	Edinburgh
26-Sep-24	Media City 5 and 10K	Manchester
03-Nov-24	Wimbledon Common half marathon and 10K	London
06-Apr-25	Brighton Marathon	Brighton
06-Apr-25	London Landmarks half marathon	London
25-May-25	Edinburgh Marathon	Edinburgh
15-Jun-25	Cycle London to Brighton	London and Brighton

More events will be added shortly, including Pink Ribbon Walks and places in the Great North Run and Royal Parks Half Marathon – as soon as dates are confirmed – keep an eye on: <https://breastcancernow.org/get-involved/fundraising-events> Don't miss out!

And of course you can create your own event, or fundraise at other organised events. Email [Everyone.Active@breastcancernow.org](mailto:Everyone.Active@breastcancernow.org) and show your interest in taking a place in a supported event.



# IT'S ALL IN THE NAME!

The bear crawl was uncomfortable after the exercises it followed.

## »» SOUTH DERBYSHIRE

The World's Hardest Mile lived up to its name as Nick Fearnett, Contract Manager, South Derbyshire, took on the challenge at Shobnall Leisure Complex athletics track for Breast Cancer Now on 1 September.

Accompanied by his good friend Tom Greatrix – who previously completed the 24-hour ultra with Nick in April - and newcomer Tyler Keith, the team ticked off the mile challenge, in an impressive 52 minutes raising £235 for the charity.

Nick explained what makes the World's Hardest Mile, which involves a lap of burpees, lunges, bear crawl and run so tough: "This was different to any challenge I've done before, it was shorter but very intense and physical. Within 100m of starting the first lap, we were looking at each other and thinking what are we doing?!"

"We'd made a pact to stick together beforehand and get it done. I'd not met Tyler until about 20 minutes before we started, but like Tom he's also in the RAF and trains regularly. Tom had warned him what I'm like in coming up with these challenges and I'm pleased to say that Tyler is keen to do another in the future," Nick added.

Kicking off the 400m of burpees, the team broke the lap down into mini-targets to help them get round, choosing a point ahead on the track to reach before contemplating the next section.

"There was a brilliant atmosphere as we finished each lap with around 20 supporters cheering us on and we'd set up a small speaker playing music. We had a quick drink and got back out there," Nick said.

Tom and Tyler excelled at the lunges. "Tom works on his leg strength in the gym and found this movement quite straightforward. Tyler is tall and was able to use his height to stride out to cover the ground. Myself, I quite like a burpee!

"We all found different elements of the challenge more testing. I found the bear crawl uncomfortable. It's not the most physical exercise but after the burpees and lunges it was challenging, and Tyler found it awkward due to his height and being in the position for such a long time."

The team were delighted to complete the challenge for Breast Cancer Now, especially as they were able to get the mile finished in under an hour... but then the pain set in.

"I know my body and I usually get DOMS around 48 hours after a hard endurance effort, but we were all messaging each other within four hours as the muscle soreness kicked in!"

"And I think that's the real challenge with the World's Hardest Mile – you can do short bouts of the exercises in training but it doesn't really prepare you for how it's going to feel after 400m of each of the movements.

"For anyone else thinking of taking on this challenge, my advice would be to get comfortable being uncomfortable. You need to somehow simulate the feeling of carrying on when the exercises get uncomfortable in your training but it's definitely worth it, and I'd have another go," Nick said.

**NICK TAKES ON...**

The World's Hardest Mile

- 400m Burpee Broad Jump
- 400m Lunges
- 400m Bear Crawl
- 400m Run

**When:** Sunday 1<sup>st</sup> September 2024  
**Where:** Shobnall Leisure Complex Running Track  
**Time:** Meet at 1:30pm for a 2pm start  
**Who:** All are welcome to join in... or come and support!  
 There will be the full 1-mile version, as well as a shorter 100m version, and a children's fun version.  
**How to get involved:** Contact the centre teams at Green Bank or Etwall L.C. Donate in cash or via our Just Giving Page (scan the QR code below) and come join in the challenge!

**BREAST CANCER NOW**  
 The research NOW is curative



# TAKING ON NEW CHALLENGES FOR CHARITY

## »» MIDDLESBROUGH & REDCAR

Fundraising fever is sweeping through the Middlesbrough and Redcar districts.

On Sunday 1 September, Jordan Tyrrell (pictured below) of Middlesbrough Sports Village, took on the mighty Middlesbrough 10km organised by Jane Tomlinson's Run For All, in partnership with Everyone Active and Middlesbrough Council. This flagship event sees more than 1,500 runners take to the streets, cheered on by hundreds of spectators.

Tracy Jackson, Customer Service Manager, takes up the story: "This was Jordan's first attempt at an official 10km race and we're proud to say he did it in 1hr 5mins and looks on track to raise in the region of £300 for Breast Cancer Now," she said.

A team from the Middlesbrough and Redcar contracts (pictured right) also went along to engage race-goers and their supporters, showcasing activities available at centres, and offering people the chance to win freebies by playing a game of spin the wheel.

So inspired by the event atmosphere was Rainbow Leisure Centre's, Megan Busuttill (above right), that she has signed up for The Beacon 5km Road Race at the Redcar Running Festival on 22 September.

"Breast Cancer Now is a charity close to home for myself and my colleagues here at The Rainbow Centre," she said.

"I've wanted to get back into running for some time now and couldn't find the motivation to start, however, when I found out about Everyone Active's new charity party and after attending the Middlesbrough 10km I got the buzz to challenge myself for this amazing charity."

This will be Megan's first event and she has kicked off her training with a few leisurely run/ walks to pace herself and build up her running volume gradually. "I'm feeling really positive about this race, especially with family, friends and work colleagues supporting every step!"



# 3-PEAKS TRAINING GETS UNDERWAY

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The regional commercial team have kicked off preparations for their National 3-Peaks Challenge next April.

The commercial team will be joined by representatives from media, marketing and retail partners, plus five colleagues from around the region. Successful colleague applicants will be notified over the coming weeks – the quality of candidates is high!

Mountain Leader, Orange John, will be leading the attempt. Real name - John Wilson - Orange John leads many charity mountain challenges throughout the UK each year, after taking on the National 3-Peaks himself over 10 years ago.

“My nephew was very sadly diagnosed with a form of cancer. We wanted to raise some money to thank the hospital who cared for him. I’d run the Great North a few times and wanted to do a bigger challenge, so I got searching online... up popped the National 3-Peaks and I thought that’s for me!

“I’d never heard of it before and always thought that going up mountains involved climbing and mountaineering. I trained for the event, going from never having stepped foot on a mountain to eventually training as a mountain leader and guiding other groups, helping them to achieve their goals and raise funds for charity,” he says.

Over the last decade John and his family have raised an awesome £51K for charity in challenges ranging from the National 3-Peaks to Yorkshire 3-Peaks, and even Everest Base Camp.

And here’s the answer to the question, you’ve all been asking... the ‘Orange’ name came about whilst John was training for his mountain leader qualifications, which involves spending time outside on the hills alone in all weathers. On one training expedition, his dog knocked him over. It was not a bad fall, but it got John thinking about how difficult it must be for mountain rescue organisations to find people wearing dark clothes and so he started wearing orange.

“Now everything is orange,” he says. “It makes sense from a guiding point of view too, as it’s easy for clients to spot the leaders in the group.”

Preparations continue with those members of the commercial team not taking on the challenge themselves supporting logistically.

## YOU CAN SUPPORT THE CHALLENGE AT:

<https://www.justgiving.com/page/3peaks-challenge-everyone-active>

## MEET THE TEAM

Name: Emily Woolley,  
Regional Direct Communications & Insight Manager



I am currently training for a HYROX Doubles event with my sister at the end of October by focusing on a mix of outdoor running and gym sessions. We’ve never done anything like this before and are super excited.

A few months ago I was struggling to even run one kilometre, but now I can happily go out and run a 5km with my dog and actually enjoy it! After completing the HYROX, I want to maintain my fitness routine. Tackling the 3-Peaks Challenge for charity in April feels like the ideal next goal.



## 800 MILES FOR CHARITY!

### »»» HEALTH & WELLBEING TEAM

A big shout out to the East Region Health & Wellbeing Manager's team who are currently part-way through their 800-mile group fundraising challenge.

The team have set out to remotely cover the 800 miles between the contracts within the region on foot throughout September, whilst raising funds for charity. This means covering around 26 miles – the length of a marathon – every day between them.

“People can add up the miles however they want – run, walk or jog – there are a few runners in the team but there are also dog walkers,” Cameron Wilson, Activity & Wellbeing Manager, Nuneaton and Bedworth, explained. “Every little helps!” he added.

Everyone will need to add at least a mile each day throughout the month or the team could be in for a long walk at Moorways Sports Village and Water Park on 1 October, when they propose to complete any outstanding miles together.

You can help support their challenge at:  
<https://www.justgiving.com/page/ea-er-awm-challenge>

## WOLF RUN READY

A 15-strong team from Bedworth Leisure Centre will be taking on the Autumn Wolf Run on 15 September for charity. The challenging race sees competitors taking on a variety of obstacles involving heights, cold water and sticky mud. Team organiser, George Bowman, General Manager, says: “Finishing the Wolf Run will be a great achievement but I think the main goal for us all is to have fun and raise some money for charity.” Good luck team!

## CHARITY MATCH

The East Staffordshire and South Derbyshire contracts joined forces for a Charity Rounders Fundraiser at Shobnall Leisure Complex on Saturday 24 August. Organiser, Ross Williams, General Manager, Meadowside Leisure Centre, reports that the event was a success. “We didn’t have as many turn up as last year and the majority of the attendances were colleagues opposed to customers. But all in all, a great event, lots of laughter and team building. We didn’t realise how much rounders makes your body ache until the next day!” he said.

## LAUNCH EVENT



The team at Whitby Leisure Center are preparing for the launch of Les Mills BODYCOMBAT™ 100 later this month at which they will encourage members and colleagues to fundraise for Breast Cancer Now by wearing pink.

# CHARITY OPEN DAY WELCOMES ALL

## »» FAKENHAM SPORTS AND FITNESS CENTRE

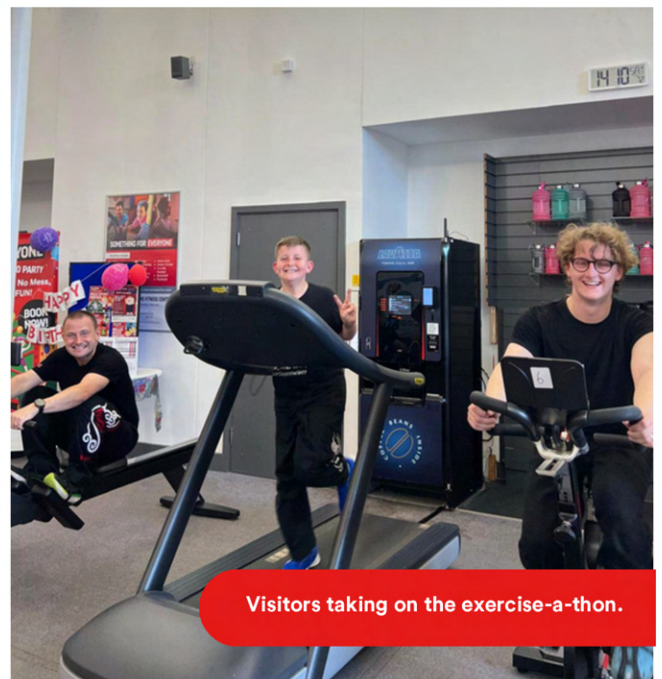
Visitors got to try out regular exercise sessions and sample new activities for free at Fakenham Sports and Fitness Centre's Charity Open Day, whilst raising vital funds for Breast Cancer Now.

The event, held on Saturday, 31 August, raised £216.48 for the charity.

"We had free exercise classes, personal training sessions, soft play, gymnastics tasters, a cake stall, as local businesses offering demos and tasters such as Hartbeeps baby and toddler classes, martial arts and more," Rosie Farrow, Gymnastics Coach and Charity Champion at the centre said.



Local businesses were able to showcase their services and products to visitors.



Visitors taking on the exercise-a-thon.



The team got involved in an eight-hour exercise-a-thon.



And after working up an appetite; the cake stall was a huge hit!





The Bake Off cakes ready for sampling.

## BAKE OFF CHALLENGE

### »»» SOUTH DERBYSHIRE

Etwall and Green Bank Leisure Centres joined forces to raise money for Breast Cancer Now in an ultimate Bake Off competition on 19 August.

The best bakers from across the contract fired up their ovens and got frosting in an attempt to win the coveted title, decided by guest judges from the local police force who visited the cake stall at Green Bank Leisure Centre.

Ultimately, the judges could not decide on just one winner and ended up selecting two champions, with Maddie and Lisa's joint entry scoring equal to Nick's.

Cakes sold for the charity raised a total of £128.




Winners were honoured with a silver spoon.



## EVERYONE CAN MAKE A DIFFERENCE

Share your community fundraising stories.

 [pr@spud-media.com](mailto:pr@spud-media.com)

 01392 58 10 10

Sarah

Add your story to the next newsletter... email: [pr@spud-media.com](mailto:pr@spud-media.com)

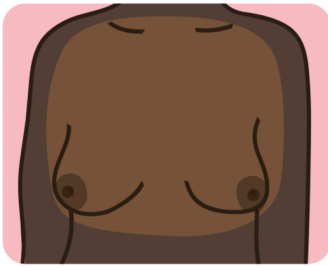
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Can you feel anything new or unusual?

# LOOK FOR CHANGES

Does anything look different?

# CHECK ANY CHANGES WITH YOUR GP

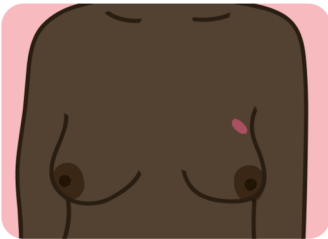


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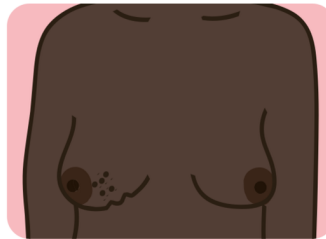
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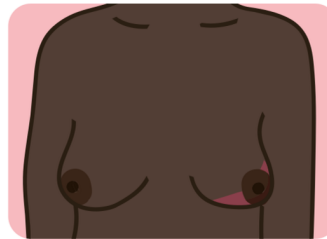
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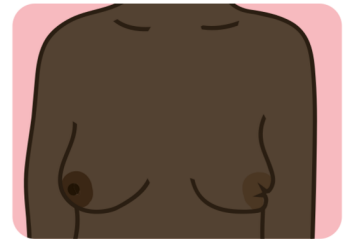
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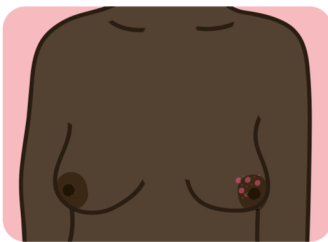
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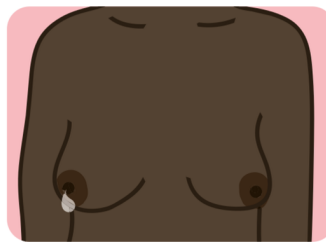
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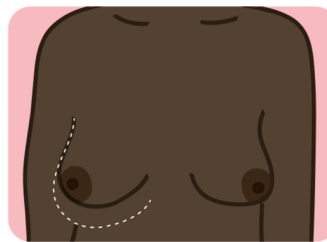
A **nipple change**, for example it has become pulled in (inverted)



**Rash or crusting** around the nipple



**Unusual liquid (discharge)** from either nipple



**Changes in size or shape** of the breast

### breast pain

On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.



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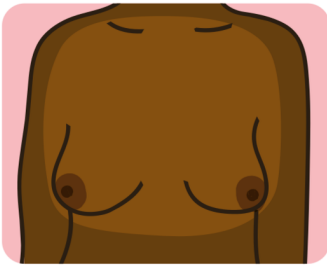
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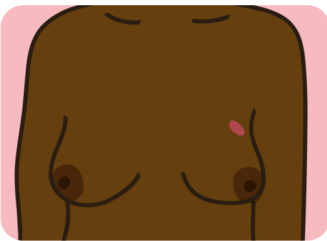


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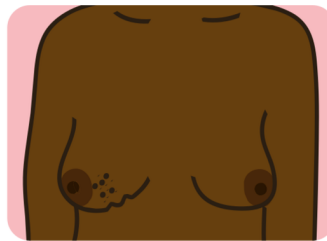
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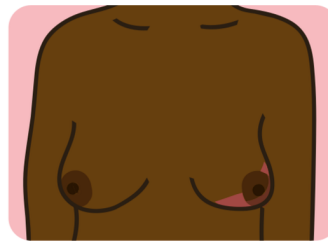
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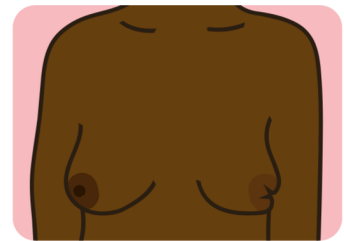
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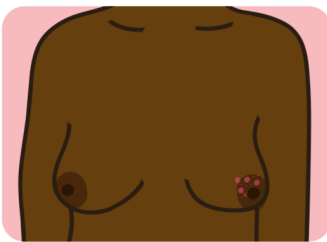
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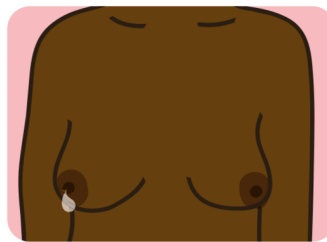
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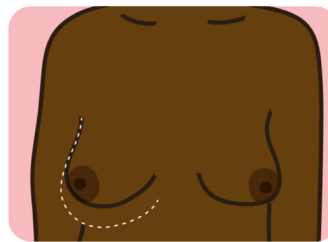
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**Rash or crusting** around the nipple



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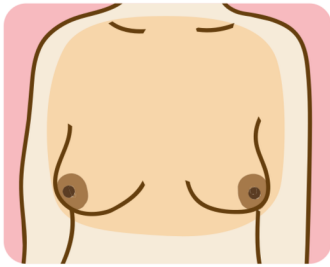
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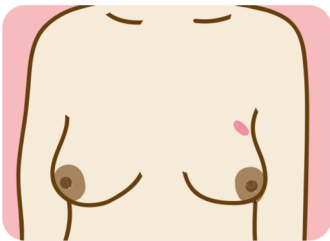


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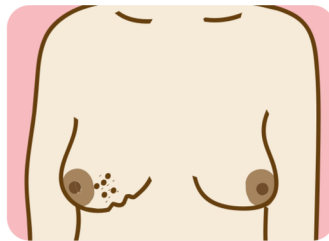
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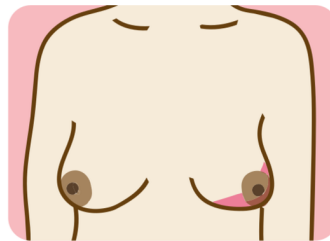
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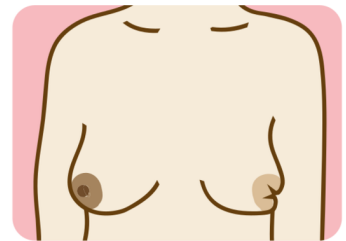
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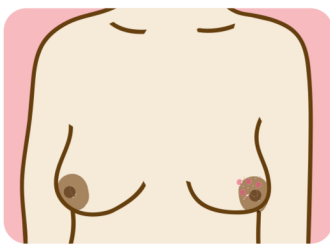
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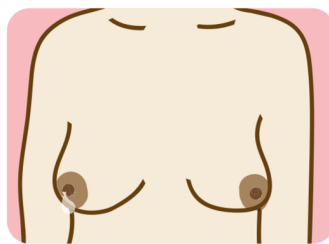
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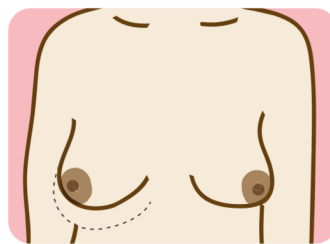
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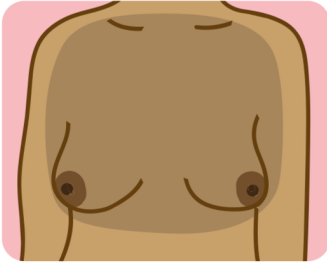
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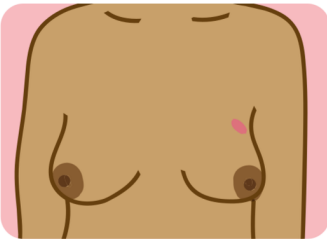


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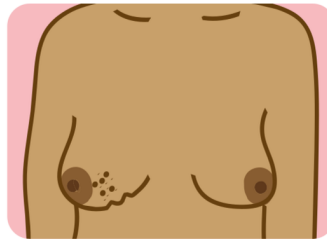
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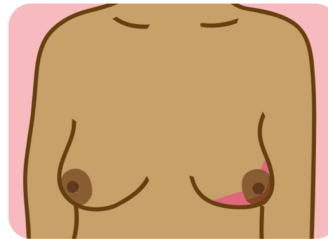
## COMMON SIGNS OF BREAST CANCER INCLUDE...



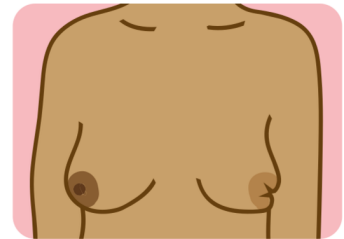
A **lump or swelling** in the breast, upper chest or armpit



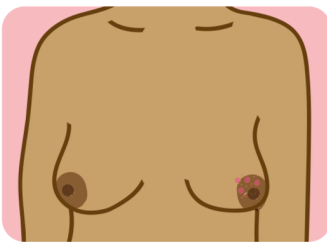
A **change to the skin**, such as puckering or dimpling



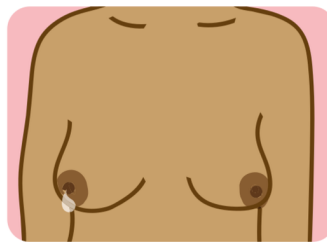
A change in the **colour** of the breast – the breast may look red or inflamed



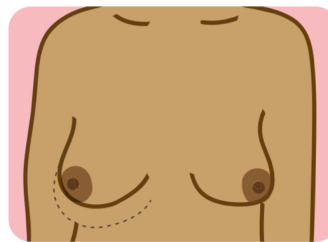
A **nipple change**, for example it has become pulled in (inverted)



**Rash or crusting** around the nipple



**Unusual liquid (discharge)** from either nipple



**Changes in size or shape** of the breast

### breast pain

On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

**i** These illustrations are meant as a guide. Check anything that looks or feels different for you with a GP.

TOUCH  
LOOK  
CHECK™

BREAST  
CANCER  
NOW  
The research  
& care charity

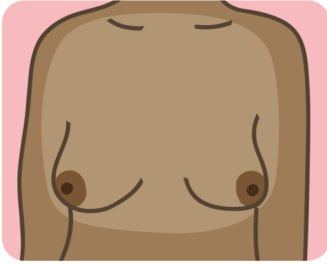
# TOUCH YOUR BREASTS

Can you feel anything new or unusual?

# LOOK FOR CHANGES

Does anything look different?

# CHECK ANY CHANGES WITH YOUR GP

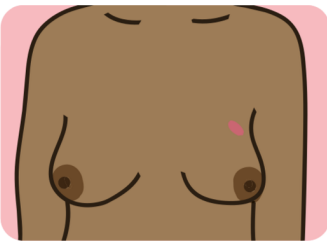


Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for changes.

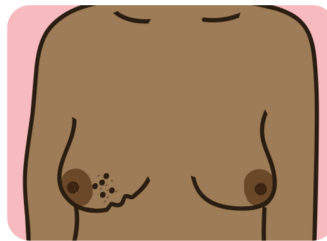
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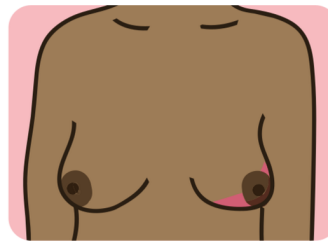
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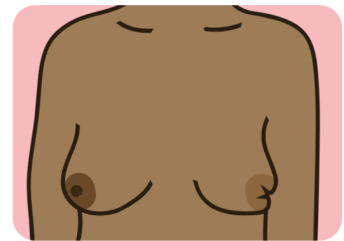
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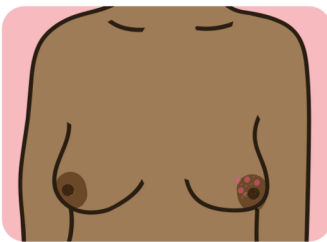
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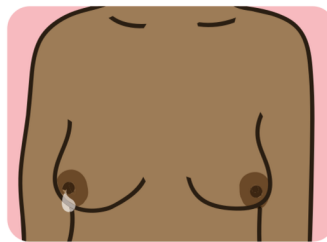
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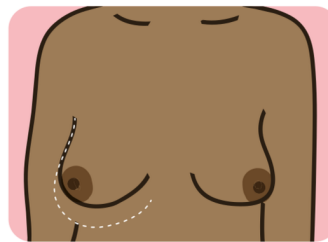
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