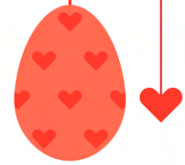


# LOOK EAST - COMMUNITY FUNDRAISING



## LOCAL HOSPITAL DONATION



### >>> WIGSTON & ENDERBY

Teams at Wigston Pool & Fitness Centre collaborated with colleagues at Enderby Leisure & Gold Centre in a two-week long Easter Egg Drive, in aid of their local Leicester Hospitals Charity Trust.

Georgina Crofts, General Manager at Wigston said: "We wanted to give back to our local community ahead of the Easter weekend. We offered a guest pass in return for an Easter egg donation and had a great

turnout." Amassing just over 50 eggs, Luke Parratt, Enderby General Manager, and Georgina dropped them off at the charity, who were grateful to receive such a large donation to distribute around the hospitals' childrens wards ahead of Easter.

"I am hoping to develop our relationship with the charity, as it is based so close to our centres and really benefits our local community," Georgina added.



Zak Willis, Katie Francks & Georgina Crofts with some of the eggs donated.

# WELCOME...

Hello! You'll notice a slightly different feel to this newsletter. As the Everyone Active Dementia UK partnership nears its conclusion, we'll also be focusing on your other fundraising and community activities in this newsletter.

This means you can share news of your community fundraisers - large and small - with your colleagues.

Let us know what you have planned... maybe you're collecting for your local foodbank? Maybe you're supporting a member training for a personal fundraising challenge? Maybe you're planning a charity open day? Community is at the heart of what you do, so spread the news and let everyone know about your awesome activities.

## First marathon success



A big shout out to Jake Flint, Regional Impact Sales Manager, who completed Brighton Marathon – his first marathon distance race – for Dementia UK in a time of 3:29:25. He used the experience, on 7 April, as part of his build up for his first Ironman Triathlon this autumn.



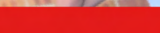
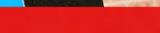
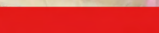
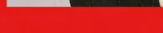
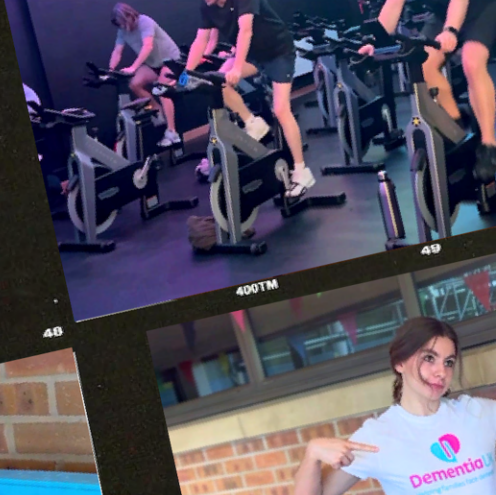
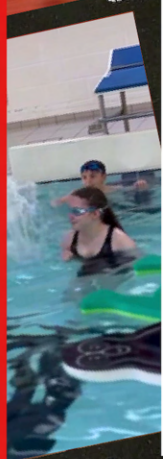
# ICY EXPERIENCE AT OPEN DAY FUNDRAISER

## »»» MOULTON LEISURE CENTRE

As part of their Easter Open Day on 30 March, the team at Moulton Leisure Centre hosted a special Ice Bath Plunge fundraiser for Dementia UK.

In exchange for a donation to the charity, plucky visitors got to brave the plunge and take a dip in an ice bath, kindly supplied by The Ice Bath Co for the event, whose experts also guided participants through the experience.

The open day, which also hosted group exercise classes, pool parties and plenty of cake, as well as the Ice Bath Plunge, raised a massive £457.35 for the charity, and helped spread the word about dementia and the work of Dementia UK. Well done team!



# EGGS FOR EAST SUFFOLK

## »»» WATERLANE & WAVENEY

The teams at Waterlane Leisure Centre and Waveney Leisure Centre also hosted Easter egg drives for a combined drop to Lowestoft FISH (Food in School Holidays) and YMCA Childcare on Thursday 28 March... just in time for the eggs to be distributed for children to enjoy over the Easter weekend. A whopping 76 eggs were collected! Well done to both centres.



Some of the 76 eggs donated...

## ALL SET TO RUN 100KM FOR DEMENTIA UK!

### »»» SOUTH DERBYSHIRE

A final team talk has completed the final build-up to Nick Fearnett's 24 Hour Double Ultra Challenge in aid of Dementia UK on 26 April.

During the event, which will see runners cover a 4km loop every hour for 24 hours; Nick, who has recently become the new Contract Manager for South Derbyshire, will be joined by friends, Tom Greatrix and Emily Merrison, who are both accomplished shorter-distance runners.

"I met up with the guys a couple of weekend's ago and we had a planning session over a coffee. We made sure we were all okay with the route, planned fuel and rest layouts, and had a good chat about how we were going to get each other through the challenge – particularly the night hours!" Nick said.

Good luck to the team, who are hoping to cover a whopping 100km each during the challenge. Please share their sponsorship link: <https://www.justgiving.com/page/nickandtom24hour>



Tom, Emily and Nicks test their Dementia UK kit.

The team sporting their Dementia UK kit.

# TEAM TRIATHLON CHALLENGE SUCCESS

## »» CENTRAL BEDS

“Wow! What a day!” said Gary Foley, Central Bedfordshire Contract Manager, on completing the area’s team triathlon which saw nine of the contract’s management team take on an extreme endurance feat in aid Dementia UK on 20 March.

Over the course of the day, the team made up of: Gary, Lisa Simpson from Central Bedfordshire Council, Jody Woodfield, Gemma Garner-Higgins, Jason Lombard, Phill Rose, Rob Webb, Gareth Hunt and Jacqui Ryan, travelled around five of the sites in the region running a total of 100km, cycling 250km and swimming 80km, raising well over £1,000 for the charity in the process.

“What we achieved, as a team was nothing short of phenomenal!” Gary added. He also gave a big thank you to the sites’ teams for accommodating the triathlon activities, which saw the teams cycling on indoor cycles in the centres’ reception areas, swimming for specific time slots, and accessing treadmills for the event; and also to Jacqui Ryan, the area’s GP Exercise Referral Coordinator, who pulled the day together.



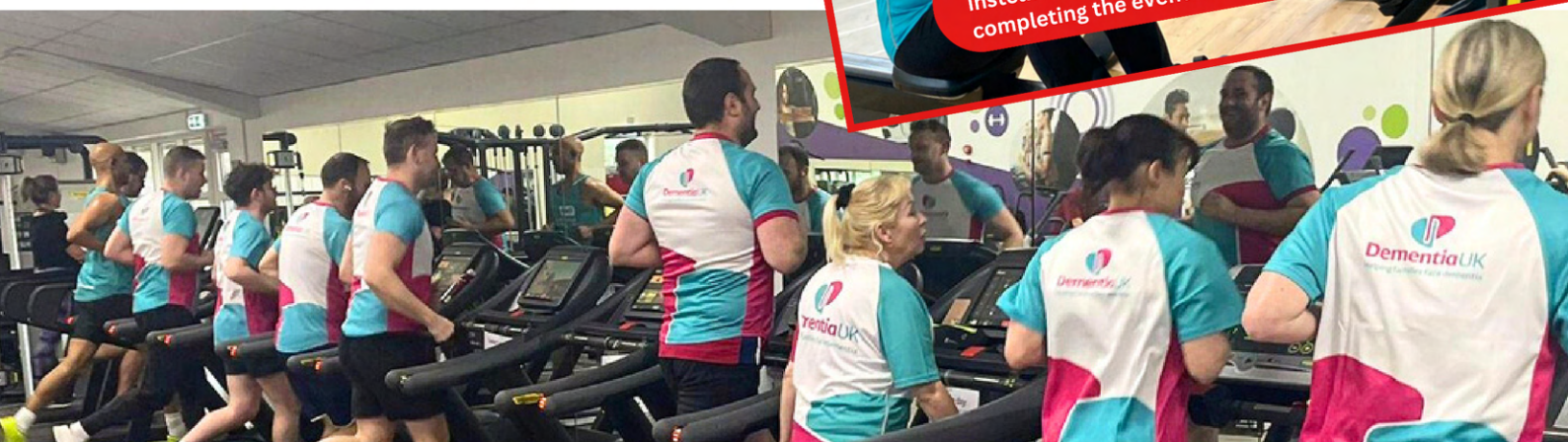
Getting the bikes set up at Saxon Pool and Leisure Centre.



The last event of the challenge - swimming at Tiddenfoot Leisure Centre.



Non-swimmers Jacqui & Jason, rowed 1km at each site instead of swimming. Here they are celebrating completing the event at Tiddenfoot!





# EPIC 53-DAY SWIM CHALLENGE

## »»» BEDWORTH LEISURE CENTRE

Ritchie, Libby and George.

By the time you read this, George Bowman, General Manager, Bedworth Leisure Centre, and his partner, Libby Reynolds, will be nearly half way through their challenge to swim a mile every day for 53 days, in support of Birmingham Children's Hospital.

Their gruelling endurance challenge, which began on 23 March and ends on 16 May, reflects the dates of 53 days their son, Ritchie, spent in the care of the hospital last year. Ritchie, who was then only 11-months-old, suddenly fell critically ill with Strep-A and adenovirus, which resulted in him developing sepsis. Ritchie's life hung in the balance, but thanks to his fighting spirit and the dedicated care of the hospital's team he survived. George and Libby wanted to show their thanks to hospital by raising funds for the hospital's charity.

We caught up with George to find out how the challenge is progressing:

"The challenge is going well, it has been a struggle at times with us having to occasionally do the last swim at night, and then the first one the next day. We are both rather sore some mornings, but once we get into the swim it soon eases off.

"Fortunately, we have some very supportive parents

and grandparents who have had Ritchie on the odd occasion where we have both had to swim at the same time. We have very much had to find the time to get our swims in, whether that's first thing in the morning or last thing at night.

"We've been blown away by the £6,000 raised so far and this certainly plays a big factor in us getting ourselves in the pool and swimming! The time it takes for us to swim that mile each day is nothing in comparison to what Birmingham Children's Hospital has done for us."

You can support George and Libby at <https://www.gofundme.com/f/sednu-birmingham-childrens-hospital>



Poolside at Bedworth with Ritchie.



# MAKING AN EASTER SPLASH

## »»» VICTORY SWIM AND FITNESS CENTRE

A super-popular, inflatable party in aid of Dementia UK on 30 March was an Easter fundraising highlight for the team at Victory Swim and Fitness Centre. The sell-out event included a small bake sale and refreshment area, which went down a treat.

The team also hosted a fundraising colouring competition for the centre's swim school children. Picking the four winners of the prize Easter eggs, from the 30 entries received was no easy task!

The centre is hosting a highly successful book donation table too. "The book table was initially to celebrate world book day," Lisa Bearne, Swim Manager, explained, "But members continued to make donations... and even now we are receiving books and DVDs so this has become an ongoing event."

"We also hosted an Easter egg drive, which was a great success too. We received lots of donations from our members and aqua ladies and delivered 17 Easter eggs to the North Norfolk Foodbank, part of the Trussell Trust."



The refreshment and bake sale table offered a tasty treat after an energetic inflatable pool party.

# SWIM 2,000 LENGTHS FOR £2,000

7



Lucy, Josh, Hannah & Luke made up one of the lane's crack swim squads.

## WIGSTON POOL AND FITNESS CENTRE

The Wigston Pool and Fitness Centre team took Dementia UK fundraising to another level after setting themselves the challenge of swimming 2,000 lengths, in just two hours, raising £2,000 for the charity in the process.

The event, hosted between 7pm and 9pm on 28 March, saw a hardcore swim squad of colleagues and members take on the challenge, swimming in allocated time slots in each lane for either 30 minutes or an hour.

With a Dementia UK theme poolside, corridor and reception, and with music pumping for motivation, the team smashed their distance target clocking 2,022 lengths.

"We are awaiting the remaining sponsorship money to send across a fundraising total for the event, but it was a very successful evening. As a site, Wigston worked tenaciously to overachieve on the lengths and make the evening as fun and successful as we could," Lucy Thorne, Fitness Manager and Dementia UK champion explained.



Squads warming up during lane changeover.

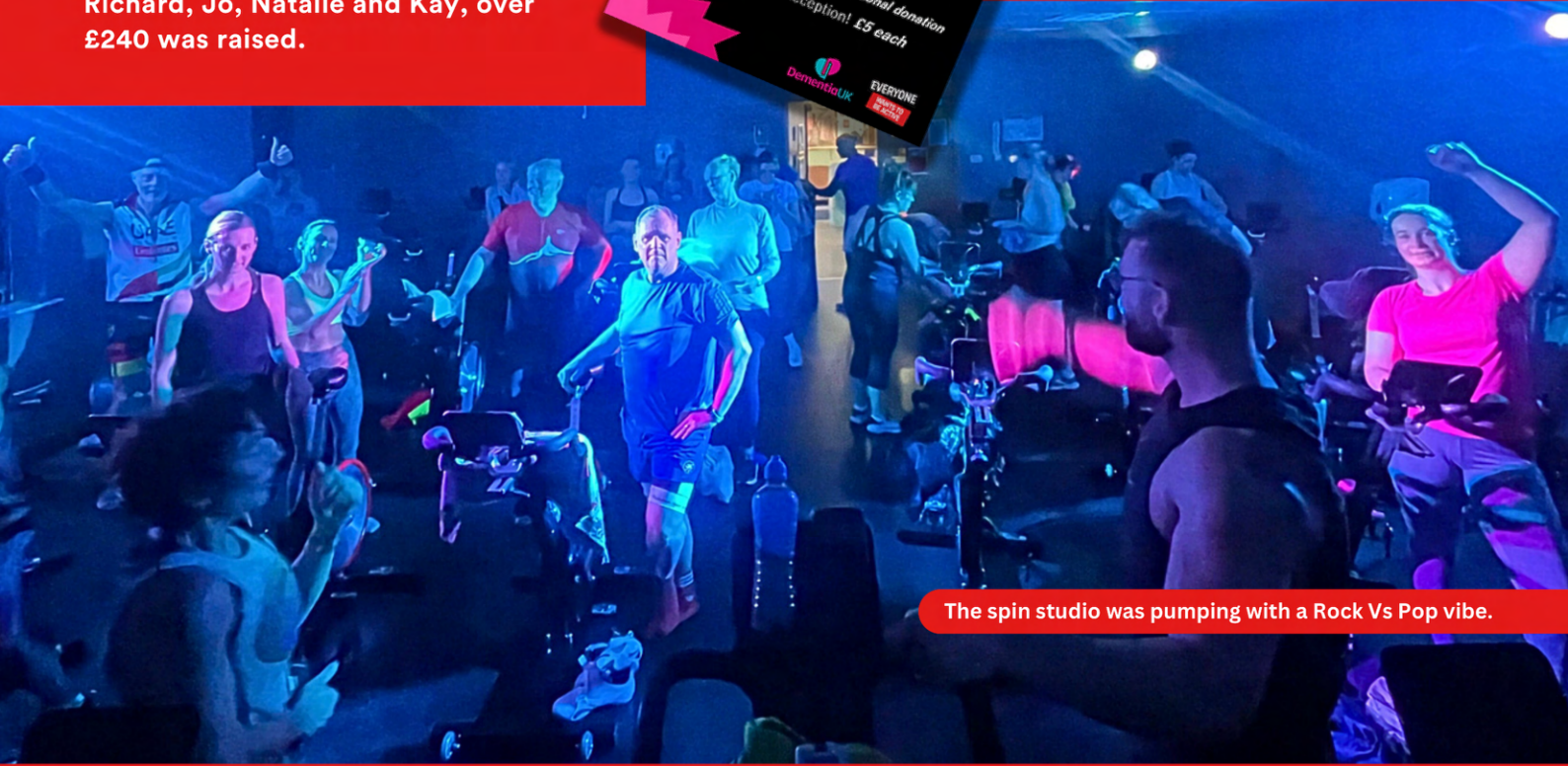
# ROCK VS POP SPIN EVENT

8

»» LUTTERWORTH SPORTS CENTRE

As the team at Lutterworth Sports Centre gear up for their mega April Swimathon in aid of Dementia UK, they hosted an epic Rock Vs Pop Spin fundraiser for the charity on 26 March for the charity.

The event, which was attended by nearly 60 people, consisted of two hour-long spin sessions with suitably themed music in a party atmosphere. Hosted by instructors Richard, Jo, Natalie and Kay, over £240 was raised.



The spin studio was pumping with a Rock Vs Pop vibe.

## EVERYONE CAN MAKE A DIFFERENCE

Share your Dementia UK stories with Sarah

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

☎ 01392 58 10 10



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