



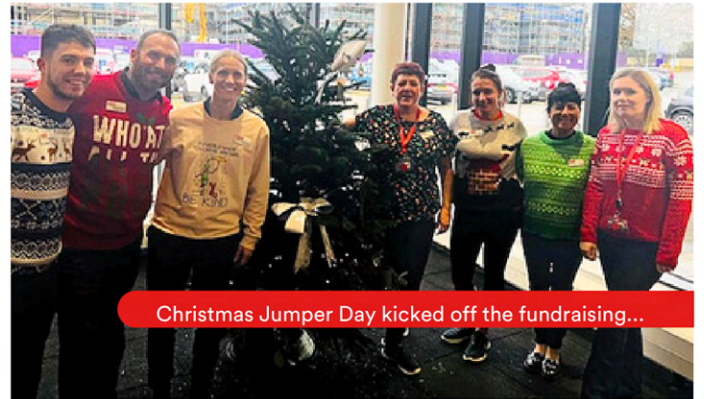
LOOK EAST - DEMENTIA UK

FROM JUMPERS TO PYJAMAS

>>> FLITWICK

Following Christmas Jumper Day on 7 December, the team at Flitwick Leisure Centre kept the fundraising momentum going celebrating Christmas Pyjama Day on 22 December.

Gemma Garner-Higgins, General Manager, explains: "We were looking to see what funny days fall in December, saw this one, and so thought we'd give it a go."



Christmas Jumper Day kicked off the fundraising...

Colleagues and customers were invited to wear their favourite pyjamas to work, or while attending their activity session, in exchange for a donation to Dementia UK. The brave pyjama day participants added a further £138.75 to the centre's fundraising tally.

...while Christmas Pyjama Day kept the interest going.



WELCOME...

We kick off the new year with a round-up of your Christmas fundraising activities. What an inspirational month December was?! Thank you to everyone for your efforts.

Remember, now is the time to start planning Easter fundraising activities... treasure hunts and chick-colouring competitions are sure to keep your younger visitors interested.

XMAS INFLATABLES

Kerrie Walker, Sales Manager, Houghton Regis Leisure Centre, reports the team added £76 to their fundraising coffers thanks to an inflatable session on 16 December.

RAFFLE BONANZA

Congratulations to the team at Enderby Leisure and Golf Centre who smashed their 2023 Xmas Raffle target. General Manager, Luke Parratt, reports the raffle was a huge success with Steve, Katerina and the team raising £1,802. The event was kindly supported by generous offers of prizes from local partners, including a tablet as the star prize.

XMAS BAKES

Waveney Leisure Centre's Katrina Ketteridge sends a big shout out to Linda and Maddie who whipped up some great cakes for the centre's Xmas bake sale. Maddie made some in the shape of snowmen, and Linda decorated hers with Christmas trees.



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24 HOUR DOUBLE ULTRA CHALLENGE

»» MEADOWSIDE

Dedicated fundraiser, Meadowside Leisure Centre's Nick Fearnett has set himself a new endurance challenge. Starting at 5pm on Friday 26 April, he will attempt to run 100km for Dementia UK.

Yes, you read that right... a double marathon plus a little extra to round it up to the 100km. In David Goggins inspired style, Nick will be running 4km every hour on the hour for 24 hours around a loop in Uttoxeter. The last few loops will be slightly longer in order to hit the distance.

He said: "I am very excited to take on this next challenge – it should push me even further than the ultra event last year! Why not go for a double ultra?!"

Nick has already been joined by friend, regular runner and fundraiser Tom (photographed with Nick above), who keeps fit as part of his job in the RAF, and latest signing, Emily – an Everyone Active and local running club member.

Momentum is building as the team's JustGiving page is live, social media posts are out, and training is underway. Local runners are invited to join for a loop or two, or even the whole event.

The loop starts and ends in Uttoxeter - **EVERYONE** is welcome to join in for as much as you want to do... 1 lap, 10 laps or all of it if you wish! Come and cheer us on as we take on the challenge!



Scan here
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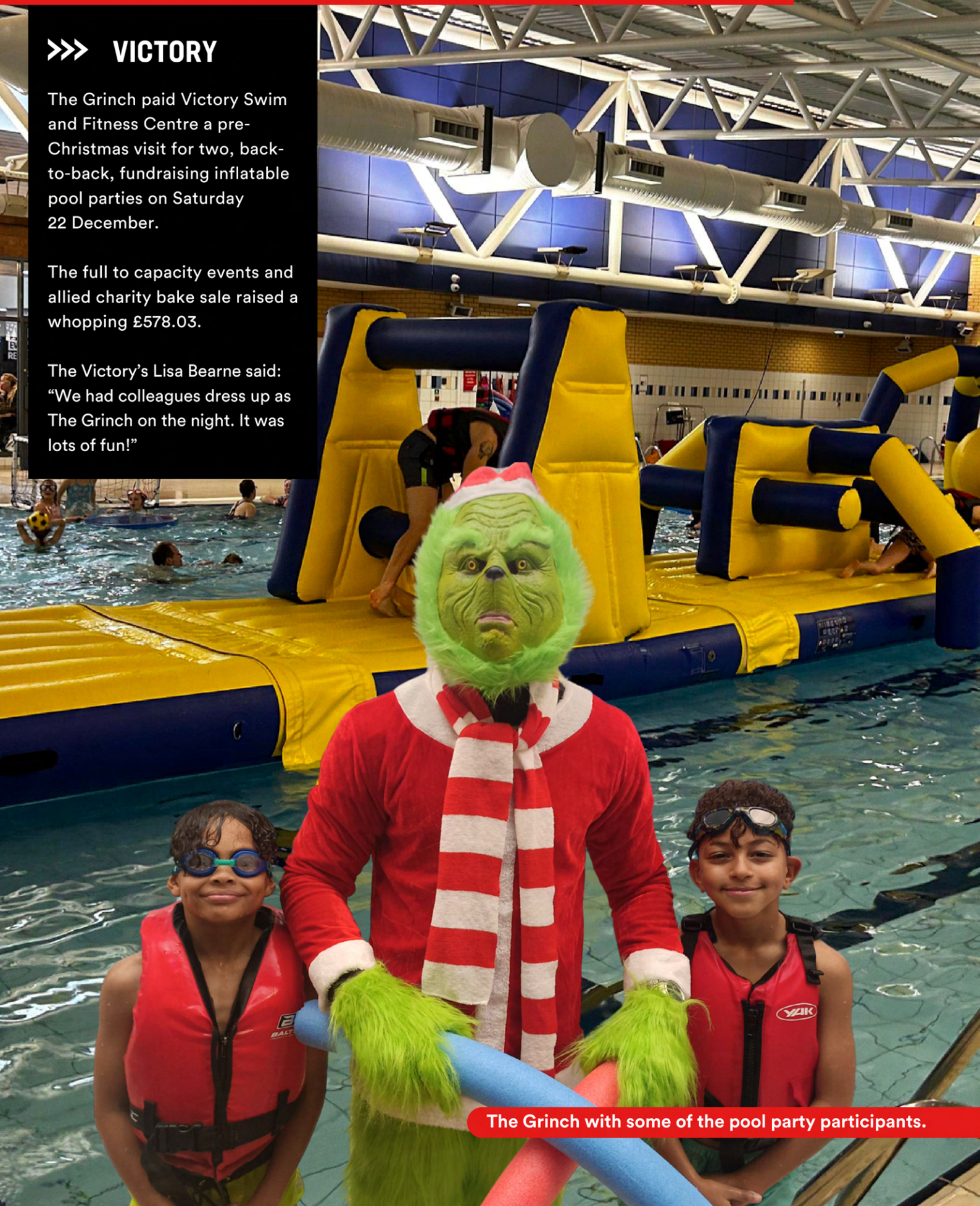
FUNDRAISING WITH THE GRINCH

»» VICTORY

The Grinch paid Victory Swim and Fitness Centre a pre-Christmas visit for two, back-to-back, fundraising inflatable pool parties on Saturday 22 December.

The full to capacity events and allied charity bake sale raised a whopping £578.03.

The Victory's Lisa Bearne said: "We had colleagues dress up as The Grinch on the night. It was lots of fun!"



The Grinch with some of the pool party participants.

AQUA LADIES SUPPORT

»» REEF

Dementia UK fundraising at The Reef Leisure Centre has enjoyed a £387.75 boost thanks to a charity coffee and cake morning held on 8 December, with a raffle and tombola organised by the centre's aqua ladies.



GINGERBREAD NAME GAME

»» BEDWORTH

What's in a name? A £250 Dementia UK fundraiser for Bedworth Leisure Centre, actually!

The team took up the challenge to rehome a colleague's giant gingerbread character last month, organising a 'Guess The Name' fundraiser for the enormous toy.

The local community really got behind the initiative, snapping up all 100 names on sale. The random draw took place in late December with 'Dixie' selected as the winning name.



FESTIVE JUMPER DAY!



SUNDERLAND SITES

Festive fundraising came to Sunderland in the shape of Christmas Jumper Day. The event was marked on 22 December with a bumper fundraiser. Check out this special photo gallery.



The Silkworth Community Pool, Tennis and Wellness Centre event was well supported...



The team at Washington Leisure Centre, treated their customers to a buffet and bucks fizz, raising £62.



...raising £86 for Dementia UK.



Even the Sunderland management team got in on the Christmas jumper celebration.



The Raich Carter Sports Centre team raised £101.24.

FESTIVE SWIM FUN

»» TIDDENFOOT

The team at Tiddenfoot Leisure Centre continued their fabulous fundraising throughout December, raising another £600 for Dementia UK.

A pool party was the main fundraiser with multiple sessions. It had 90 people attend throughout the day.

Jeanette Gregory, Sales Manager, said: “We had music playing, and floats and toys in the pool. Some of our swim teachers were on hand to interact with the swimmers. We gave everyone a goodie bag with EA merchandise, chocolate and sweets, with mince pies for the adults.”

Fundraising was also boosted by the centre’s ongoing book shelf and a mini knit sale, which sold five snowmen and penguins generously knitted by supporters.



Poolside with the swim team at the pool party.



MARATHON UPDATE

This month your Dementia UK marathoners have been working through the challenges of endurance training over the winter months.

Callum Dench reports he is now into his 16-week marathon training block, using a few races to keep him motivated along the way.

“I have been out and about as always, following MK

Half in December, and making the most of Christmas Day and Boxing Day to get some runs in with St. Albans 10km race on NYE.”

Your second Brighton marathoner, Jake Flint took a few days off over Christmas but is still averaging around 12 hours training a week.

“I’m triathlon training at the moment, running three

times a week but doing some running specific strength and conditioning work, since my main goal for this year is Barcelona Ironman in October,” he says.

Unfortunately London marathoner, Ross Williams, is currently nursing an ankle injury and has had to take a break from run training. We wish him a speedy recovery and hope his training will be back on track soon.



FESTIVE FUNDRAISING

»» WIGSTON


Wigston Pool & Fitness Centre's fundraising bake sales have built up quite a reputation for their delicious treats. December's Christmas-themed cake-fest did not disappoint, which alongside the team's Secret Santa, raised £155.52 for Dementia UK.




Wigston's Jamie (back), Aman (front left) and Lucy getting into the festive fundraising spirit.

EVERYONE CAN MAKE A DIFFERENCE

Share your Dementia UK stories with Sarah

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Add your Dementia UK story to the next newsletter... email: pr@spud-media.com