

# LOOK EAST - DEMENTIA UK



## MAKING A SPLASH

### »» TIDDENFOOT LEISURE CENTRE

Youngsters boosted February's fundraising at Tiddenfoot Leisure Centre with a half term pool party, which raised a whopping £176 for Dementia UK.

"We had 44 people attend," Jeanette Gregory, Sales Manager, said. "Everyone received an Everyone Active goody bag, with some EA merchandise, sweet treat, a toy and a day pass for parents and guardians to come and try out our facilities."

The Tiddenfoot team is also looking forwards to supporting the nine Central Beds General Managers and Contract Managers who will be taking on their fundraising triathlon challenge later this month. The Tiddenfoot site will be the final destination in the team's swim, bike, run challenge around five of the contract's centres. Good luck to all!



Three of the pool party-goers with their Everyone Active goody bags.

## TOUGH CHALLENGE



Craig Allen, Regional Commercial Manager, has completed his Dementia UK fundraising year with a couple of tough mountain races. He travelled to Marbella last month for the CXM Sierra Blanca - Destroyer marathon. "The level of the challenge was in the name," he said. "The race involved climbing and descending 2,800m." For context, that's around a third of the height of Everest!

And by the time you read this, he will have tackled the Haworth Hobble - a 50km, self-navigation, Fell race in North Yorkshire which is famed for its wintery conditions. Craig has raised over £3,600 for charity during the last year.



# WELCOME...

Congratulations to everyone who has tackled fundraising events recently. Remember, every penny raised goes to help Dementia UK help those in our communities.

## SHOWING SOME LOVE

Victory Swim and Fitness Centre raised £104.80 (to date) with a 'pick a square' Valentine's Goodies competition.

"I'm planning an Easter pool party and bake sale," Lisa Bearne adds, "And for our swimming lesson children, we're going to run an Easter colouring competition."

## PLANS AFOOT

Morgan Smith reports on some of Lutterworth Sports Centre's fundraising plans. "A bunch of colleagues will be taking part in a Swimathon event in our pool in April," she says, "Secondly, our Swim Manager, Lizzie, is doing an ultra marathon in May. She's currently doing loads of training to prepare, as she hasn't done one before."

## TOUGH TRAINING

Tough Mudder team training continues at Moorways Sports Village and Water Park. Team captain Myles Hickman says members are gradually building up their training time, and a group will be taking on a 10km race later this month as part of their preparations. Fundraising is also building momentum.

## Bear needs name

The team at Houghton Regis Leisure Centre ran a fundraising 'name the bear' competition throughout February.



Carl Fairbrother, General Manager, taking part in the Spin-a-thon, with Rosie Farrow collecting donations.

# FULL-ON FUNDRAISING

## FAKENHAM SPORTS & FITNESS CENTRE

Wow! The team at Fakenham took on a giant month of fundraising in association with their local Tesco store, spreading the message about the important work of Dementia UK.

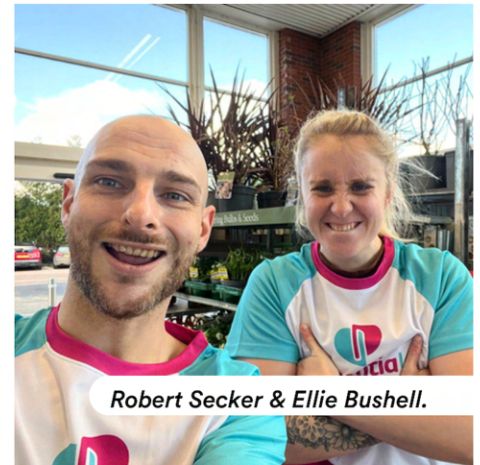
"February was a big month for us!" Rosie Farrow, Duty Manager, said. "We collaborated with Tesco – a huge thank you to our wonderful members for donating the books we handed over to the store for this month's book table – with all proceeds from the in-store book table going to Dementia UK."

"We also held a 12-hour Spin-a-thon on Saturday 24 February outside the store, which raised a massive £794.57."

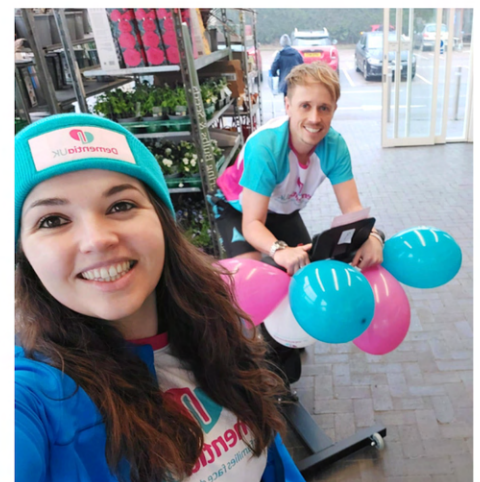
"It was really touching meeting the local community and hearing their stories, and how many people are affected by dementia. This helped to keep us focused in our efforts during the event," she added.

"And we had so many of our lovely members pop in to wish us luck and bring us snacks, which was so thoughtful, from bananas and energy gels, to Malteasers and jaffa cakes. The Tesco team even made us hot drinks to keep us warm."

The centre also supported a colleague team, made up of Rosie, Robert Secker, Ellie Bushell, Adam Mayhew, Carl Fairbrother and around five gym members, in taking part in the '1km a day in February' Dementia UK challenge.



Robert Secker & Ellie Bushell.





# HEADING WEST TO WALES

## >>> WAVENEY VALLEY LEISURE CENTRE

How far is it in a straight line from Lowestoft to Aberystwyth? Around 338 miles! Which is also the distance a nine-person relay team covered on a stationary bike as a Dementia UK fundraiser at Waveney Valley in a series of shifts on 7 and 8 February.

“I came up with the idea, as I was thinking it was basically a straight line between us here to there,” Katrina Ketteridge, Sales Manager explained. “Also, my brother went to uni in Aberystwyth and I knew how long it took us to drive there, all those years ago!”

It turned out cycling is the way to go - the team finished five hours ahead of schedule with nine hours total pedalling time.



Jed pedalling hard during the fundraiser.



Katrina (inset) with Rosie on the bike.





# WELL DONE WIGSTON!

## WIGSTON POOL AND FITNESS CENTRE

Two colleague-led teams battled it out in Wigston Pool and Fitness Centre's annual 24-hour bikeathon last month, raising an outstanding £1,056.56 for charity.

Led by team captains, Lucy and Tristan, the goal was simple – cycle as far as you can (to beat the other team) and raise as much as possible for Dementia UK. The riders, one for each team and made up of centre members and colleagues, swapped every hour.

All participants paid £5 to take part and then aimed to get at least £30 worth of sponsorship.

At the final tally, Tristan's team on 450.72km were just pipped by Lucy's victorious team on 463.79km.



At the final tally... Lucy celebrates with a dejected Tristan!



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Helping families face dementia



# IN THE FUNDRAISING SPOTLIGHT

## >>> ENDERBY LEISURE & GOLF

This month we catch up with Alan Sheppard, Enderby Leisure and Golf Centre lifeguard, and part-time super hero. You might remember Alan from the last issue as he walked 10 miles every day throughout January on the treadmill dressed as a Marvel's Avenger for Dementia UK.

We find out what motivated him to keep going and where the idea for the costumes came from.

"The original idea was to use the StairMaster dressed as Obi-Wan Kenobi; I mean I've already got the beard!" he said, "But then I watched Iron Man and I thought the Marvel's Avengers characters looked pretty cool and I hadn't heard of anyone else walking 10 miles every day for a month dressed as an Avengers character.

"It took around three hours every day to walk the 10 miles. I fitted it in either before or after my shifts. It was really motivating with other people coming into the gym and asking what I was doing - just ordinary people asking about the costume and why. It was inspiring listening to them then mentioning friends or relatives who they knew who had dementia. It really helped to motivate me.

"The challenge was much tougher than I expected. I'm much more comfortable in the weight-room and I lost a lot of muscle over the month. It's going to take time to recover. The costumes were very hot. I was drinking two litres of water during every treadmill session and still ended each session dehydrated.

"I rotated between three or four costumes, my favourite was the Captain America outfit, but they were all really hot to wear. It was definitely worth it, however, as I've raised around £1,700 for charity... I need to think about my next challenge, it will definitely be more focused on lifting!"



## EVERYONE CAN MAKE A DIFFERENCE

Share your Dementia UK stories with Sarah



pr@spud-media.com



01392 58 10 10



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