



Royal Parks Foundation Half Marathon

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PRESS RELEASE

British Military Fitness training session with three “new recruits”

Ben Fogle, Keith Wood and Zac Goldsmith

at VIP launch of **Royal Parks Foundation Half Marathon,**

in partnership with **Brakes**

As places for the Royal Parks Foundation Half Marathon become the hottest ticket in town, race Ambassadors Ben Fogle, Keith Wood and Zac Goldsmith will join British Military Fitness for an inspirational training session at Ranger’s Lodge, Hyde Park on **Wednesday 30 April.**

Other guests will include World Cup winning USA and Chelsea football star **Lorrie Fair**, TV vet **Joe Inglis** and his **dog Jack**, polar explorer **Rosie Stancer** and Royal Parks Foundation Trustees.

On race day, Sunday 12 October, 12,500 runners will follow an iconic route through four Royal Parks with magnificent views of Buckingham Palace, the Houses of Parliament, the London Eye and the Albert Memorial.

The Half Marathon, which will be the first in Central London, is staged in partnership with the UK’s leading foodservice provider **Brakes**, and aims to raise millions of pounds for good causes around the UK. It will benefit, amongst others, the four official race charities, **Asthma UK, The Blue Cross, Right to Play** and **UNICEF.**

Brakes CEO Frank McKay said today: “At Brakes, we feel we have a real responsibility to make a difference to the health and wellbeing of people living in Britain. The Royal Parks Foundation Half Marathon is an opportunity for us to do

exactly that. We will do all we can to ensure this is a major fixture in London's sporting calendar for years to come and to help raise substantial sums for charity."

Zac Goldsmith, who advises David Cameron on environmental issues, is editor of *The Ecologist* magazine and also a Royal Parks Foundation Trustee. Zac Goldsmith said today: "This race is a great celebration of The Royal Parks and their vital importance to London. The Half Marathon focuses on food and fitness – with lots of fun."

Zac Goldsmith also announced that the new Half Marathon aims to be one of the "greenest" and most environmentally friendly events to be staged in the capital, with a host of initiatives aimed at raising people's awareness of environmental issues. He added: "As with the London Marathon earlier this year, the eyes of the world will be on us on race day, so this is an opportunity for us to send the message that we want our Half Marathon to be a front runner on sustainability. Our initiatives range from specially-commissioned t-shirts woven from bamboo, to 13,000 M&S Fairtrade bananas and hundreds of volunteers on the day collecting runners' empty water bottles for recycling."

Royal Parks Foundation Half Marathon Charity and Team places are available online at www.royalparkshalf.com. Each participant will receive a running pack including a t-shirt and timing chip, plus details of training routes devised by Nokia Ambassador, James Cracknell, and a medal when they finish.

Ends

For more information please contact

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Notes to the Editor

The Royal Parks Foundation

The Royal Parks Foundation is the charity for London's eight Royal Parks. For further information please visit: www.royalparksfoundation.org

The Royal Parks

The eight Royal Parks are Hyde Park, Kensington Gardens, The Green Park, St James's Park, Regent's Park with Primrose Hill, Richmond Park, Bushy Park and Greenwich Park. Visit the Royal Parks at www.royalparks.org.uk

Brakes

Brakes is the headline partner for the Royal Parks Foundation Half Marathon and the UK's leading foodservice provider. www.brake.co.uk Brakes was the first foodservice company to employ an in-house dietician over 20 years ago and you can find nutrition tips and delicious race recipes at www.royalparkshalf.com

Marks and Spencer

M&S will provide, amongst other things, 100,000 bottles of water and 13,000 Fairtrade bananas. Leading an active lifestyle is one way to stay fit and healthy and the health of our customers is one of the key priorities of our Plan A commitments. www.marksandspencer.com/PlanA

Asthma UK

Asthma UK is the charity dedicated to improving the health and wellbeing of the 5.2 million people with asthma in the UK. For further information visit www.asthma.org.uk or call the Asthma UK supporter and information team 08456 03 81 43

Blue Cross

The Blue Cross is Britain's pet charity, providing practical support, information and advice for pet and horse owners. Through its network of animal adoption centres it rehomes thousands of animals each year. Its hospitals provide veterinary care for the pets of people who cannot afford private vets' fees. The Blue Cross does not receive government funding and relies on donations from the public to continue its work. For further information, visit: www.bluecross.org.uk and www.allaboutpets.org.uk

Right To Play

Right To Play is a humanitarian organisation using sport and play programmes to encourage the healthy physical, social and emotional development of the world's most disadvantaged children. For further information visit www.righttoplay.org.uk

UNICEF

UNICEF is the world's leading organisation working for children and their rights in over 150 countries. UNICEF works in partnership with local communities and governments and is not funded by the UN, relying entirely on voluntary donations. Further information at www.unicef.org.uk or call 0870 606 3377

Limelight Sports

Limelight Sports are a sports marketing and event management agency working with the Royal Parks Foundation to deliver the Half Marathon. Limelight Sports specialises in the creation and delivery of high profile, participation based sports events and programmes. For further information, please visit www.limelightsports.com

British Military Fitness

British Military Fitness is the United Kingdom's leading outdoor fitness provider. Their military trained instructors run fun, challenging and motivating fitness classes in Royal Parks and other parks across the country www.britmilfit.com Their instructors will lead the runners' warm up on Half Marathon day.