



Liverpool
City Council

NHS

**Liverpool
Clinical Commissioning Group**

PRESS RELEASE

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Team #FITFORME run this year's Santa Dash

The Radio City Liverpool Santa Dash is the largest of its kind in the UK. It is estimated that there will be over 8,000 Santa's taking part in this year's race, and one of them will be very special.

Fit For Me has joined with race organisers BTR, to encourage everyone taking part, and beyond, to use the race as a spring board to being more active. We'll be having our very own, purple Santa running the race – actor and five time kickboxing champion Lee Charles. Lee will be joined by 100 **Fit For Me** runners/walkers who will be wearing purple hats, and you could be one of them.

We want to promote the benefits of taking part in fun events like the Santa Dash, which encourages people to walk the course if they're not ready to run it.

Fit For Me launched in July, and aims to inspire and get everyone more active in Liverpool. That can mean doing as little as ten minutes more activity, getting off the bus a stop earlier or simply taking the stairs instead of the lift.

These little things can make a massive difference to your overall health and wellbeing. Being active is good for you and can improve your everyday life. Even small changes can give you more energy, make you feel less tired and stressed, lift your mood, help you to sleep better and boost your confidence – as well as helping to protect you from serious illnesses such as heart disease and dementia.

Fit for Me is for everyone - it doesn't matter what shape, size or age you are, whether you've been active in the past or if you're an absolute beginner. However fit, or unfit, you may be, being active is something that can help us all feel good.

Lee said, "I'm really pleased to be the purple Santa and support **Fit For Me** in the Santa Dash. This time of year is all about having fun and being with the people you love, why not include being more active in the festivities.

"It can be hard to be motivated when it's cold and the nights are dark, but joining in with friends and family and moving more can really improve your health and wellbeing."



We'd encourage anyone who spots our purple Santa on the day of the dash, to ask for a selfie. If you post it on Facebook and tag @FitforMeLpool in the post, you'll be in with a chance of winning a Fitbit*.

Anyone who wants to swap their hat for a purple one can email hello@fitforme.info. Hats must be picked up from the Cunard Building on the morning of the race, Sunday December 4, from 8am – 8.45am. There are limited hats available and will be given out on a first come first served basis, so please arrive early to avoid disappointment.

Lee added, "It's great to see what the **Fit For Me** campaign has already achieved in the city. What I like about **Fit for Me** is that being active is whatever you want it to be and the small steps count, but if you're taking the plunge and running the Santa Dash why not use it as a starting point to stay active and inspire others to do the same."

- ENDS -

NOTES TO EDITORS

- The **Fit for Me** campaign is supported through a partnership between Liverpool City Council, NHS Liverpool Clinical Commissioning Group and strategic stakeholders with the aim of encouraging people to adopt a more active lifestyle. It is part of the Liverpool Active City Strategy 2014-21 which sets out the vision for Liverpool to be the most active city in England by 2021.
- *Terms and conditions for the Fitbit competition can be found on the Fit for Me website, www.fitforme.info.
- Like and follow our social pages at: www.facebook.com/FitForMeLpool and [@FitforMeLpool](https://twitter.com/FitForMeLpool) (<https://twitter.com/FitForMeLpool>).
- Local research shows that people in Liverpool think that it's become normal to be inactive. They don't fully understand what being active means or how to start being more active. People are not fully aware that making small changes in their daily lives to become more active can make them feel better.
- The campaign recommends that if you're not very active at the moment, start small and aim to do at least ten minutes of activity when you can. Once you've got started, you should try working towards doing ten minutes or more on 3 or 4 days a week. Then, when you feel comfortable, work your way up to doing half an hour or more on 5 days each week (or 2 ½ hours across a week if you prefer).
- NHS Liverpool Clinical Commissioning Group (CCG) is responsible for commissioning (planning and buying) hospital and community health services for the people of Liverpool. It has a budget of around £840m a year. The CCG is made up of representatives from each of



the city's 93 GP practices, and is led by a Governing Body consisting of GPs from across the city.

- Liverpool City Council is the lead delivery partner for the Liverpool Activity Strategy 2014-21 programme and works with a range of stakeholders, including Liverpool Clinical Commissioning Group and Sport England, to resource and deliver the vision and aims of the strategy
- National recommendations from Chief Medical Officer, Dame Sally Davies, says that physical activity includes everyday activity such as walking and cycling to get from A to B, work-related activity, housework, DIY and gardening. It also includes recreational activities such as working out in a leisure facility, dancing, doing sport or playing active games.
- If you require hi-resolution images of the campaign collateral or of our ambassadors please contact Philippa.rowley@liverpoolccg.nhs.uk.

