

PRESS RELEASE

For immediate release:



James and the Giant Golf Ball

On 24 April, a giant golf ball will be running alongside hundreds of thousands of runners in the Virgin London Marathon.

Sarcoma UK's charity runner, James Read is determined to raise sarcoma awareness to support his wife, Sarah, who was diagnosed with sarcoma aged 28, just months after their honeymoon.

Sarah is currently undergoing treatment and has been through chemotherapy and a major operation, to treat the disease.

James has rallied up a whole band of enthusiastic supporters. Having completed the Surrey Half they now face the Virgin London Marathon, the Berlin Marathon and the Prudential Ride London-Surrey 100. They've already raised over £10,000, and hope to take this to £15,000 and beyond in the coming weeks.

To raise awareness of sarcoma, James has taken inspiration from Sarcoma UK's ['On the Ball' campaign](#). He is running the London Marathon, dressed as a giant golf ball, asking people the poignant question, "Is it sarcoma?"

James said: *"After learning that only 53% of the public have heard of sarcoma and only 26% know that sarcoma is a cancer, I knew I had to take action. Dressing up as a giant golf ball will help raise sarcoma awareness along the route and prompt the public to go to their GP if they have a lump the size of a golf ball. They should then be referred to a sarcoma specialist service."*

Twitter: [@james_read86](#)

Virgin Money page: <http://uk.virginmoneygiving.com/fundraiser-web/fundraiser/showFundraiserProfilePage.action?userUrl=JamesLondonMarathon2016>

Ends.

Notes to editors:

About sarcoma

Sarcomas are rare cancers that develop in the bone and soft tissue.

Sarcomas fall into three main types:

1. [Soft tissue sarcoma](#)
2. [Bone sarcoma](#)
3. [Gastrointestinal stromal tumours \(GIST\)](#)

- 10 people every day are diagnosed with sarcoma in the UK
- There are over 100 different subtypes of sarcoma
- In general, patients with a bone or soft tissue diagnosis tend to be younger than the majority of cancer patients

About Sarcoma UK

Sarcoma UK is the only charity in the UK focusing on all types of sarcoma.

Sarcoma UK's mission is to increase knowledge and awareness of sarcoma through ground-breaking programmes that inspire involvement and transform the landscape for everyone affected by sarcoma.

- Raise sarcoma [awareness](#) to initiate change and improve standards of treatment and care
- Seek answers through [research](#)
- Provide [support & information](#) for the sarcoma community



Vicki Smith, Communications Director

Tel: 020 7250 8271 (office hours)

Mob: 07972 083 857

vicki.smith@sarcoma.org.uk