

PRESS RELEASE

Sunday 14 April 2013

Richard Whitehead Runs Britain.

Celebrating life without limits. Proudly supported by Virgin Media.

- British double leg amputee and Paralympic Gold medallist Richard Whitehead, is running a marathon a day from John O’Groats to Land’s End, championed by Virgin Media, in order to raise £1million for Sarcoma UK, Scope and Macmillan Cancer Support.
- Richard’s run will last approximately 40 days and is the latest in a long line of incredible achievements, proving that a life without limits is possible.
- Richard Whitehead is Patron of Sarcoma UK. Lindsey Bennister, Chief Executive of Sarcoma UK said: “The challenge that Richard has set himself is inspirational and will make an enormous difference to the charity and everyone affected by sarcoma. We will be supporting Richard every mile of the way. I urge everyone to join in with this amazing challenge by signing up to run part of it with Richard or by making a donation.”
- Visit www.richardwhiteheadrunsbritain.com to sign up to run alongside Rich for part of his run, or simply to support the run via a donation to help him reach his target of £1million.
- Visit <http://www.sarcoma.org.uk/patron> to read more about Richard’s support for Sarcoma UK.

Ends

Notes to Editors:

- Sarcomas are rare cancers that develop in the muscle, bone, nerves, cartilage, tendons, blood vessels and the fatty and fibrous tissues
- There are around 100 different sub-types of sarcoma
- There are around 3800 new cases of sarcoma diagnosed each year in the UK
 - 87% soft tissue sarcoma diagnoses (includes GIST)
 - 13% bone sarcoma diagnoses
- There are 12,000 people living with sarcoma in the UK
- Sarcomas make up 14% of all childhood cancers (0-14 years) and 11% of all cancer diagnoses in teenagers and young people (15-24 years)
- Sarcomas make up 1% of all cancer diagnoses in the UK
- Sarcoma UK is the main charity in the UK dealing with all types of sarcomas.
- Sarcoma UK's aim is to achieve the best possible standard of treatment and care for patients with sarcoma. It does this through:
 - Funding scientific and medical research into causes and treatments
 - Delivering a range of support and information services covering all aspects of sarcoma
 - Raising awareness of sarcoma amongst the public, healthcare professionals and policy makers
 - Campaigning on behalf of sarcoma patients for improved treatment and care
- Sarcoma UK relies on voluntary donations and fundraising activities to fund its work
- Sarcoma UK works collaboratively with doctors, nurses, researchers, and other cancer charities
- For further information please contact Lindsey Bennister, Chief Executive, Sarcoma UK (lindsey.bennister@sarcoma.org.uk) on 020 7250 8271 (office hours) or 07825 701329
- Further information about sarcoma and Sarcoma UK is available at www.sarcoma.org.uk.