



Monday 6th September, 2010

SIDMOUTH SPLASH HELPED MAKE £2MILLION CASH

SIDMOUTH locals who took part in Swimathon 2010 have raised £2,204 for Marie Curie Cancer Care and The Swimathon Foundation. They have greatly contributed to Swimathon 2010's fundraising total of £2million - £500,000 more than 2009.

Sidmouth Swimming Pool was one of over 500 pools which took part nationwide. Over 40 swimmers from Sidmouth dived into Swimathon 2010, the world's largest fundraising swim at between back in April. For the first time since 2004, more than 20,000 people of all ages and abilities throughout the UK, crawled, breaststroked and butterflyed their way through individual and team challenges of up to 5k, swimming over two million lengths for a good cause. Through the generosity of their sponsors, this is equivalent to raising £1 for every length swum.

Regular swimmer Susan Ashby and her family swam 2.5k each day, whereas 11-year-old Molly Spalding and Frankie King-Keast tackled 1.5k each. Local all-girl team H20 managed the whole 5k in 1hour 17minutes, and 71 year old Ian Skinner completed his 1.5k in an impressive 44 minutes.

Marcus Allan, Manager of Sidmouth pool said: "We are delighted that so many people in Sidmouth took part and we are thrilled with how much money was raised. Swimathon was a really fun event to organise and it brought out a fantastic community spirit at the pool. Now we're just looking forward to being part of Swimathon next year and an even bigger turnout!"

Olympic gold medallist and Swimathon President, Duncan Goodhew commented: "Swimathon is a fantastic event, not only are we raising millions for Marie Curie Cancer Care, we are also encouraging people up and down the country to have their own Olympic moment and swim further and more often than ever before."

The fundraising will help support Marie Curie Cancer Care nurses who provide nursing care to people with cancer and other terminal illnesses, at the end of their lives, in a place of their choice, completely free.

To find out more about Swimathon or to sponsor a swimmer go to www.swimathon.org or call the Swimathon Team on 0845 36 700 36.

~ Ends ~

For more information, please contact:

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Notes to Editors

1. Swimathon launched in 1986 and is the world's biggest swimming fundraising event. Over half a million people have taken part and raised over £32 million for charity.
2. 70% of funds raised by participants in the 2010 national Swimathon will be used by Marie Curie Cancer Care - see (www.mariecurie.org.uk). The remaining 30% will be used by The Swimathon Foundation - see (www.swimathonfoundation.org).
3. **Marie Curie Cancer Care** is one of the UK's largest charities.
 - Employing more than 2,700 nurses, doctors and other healthcare professionals, it expects to provide care to around 29,000 terminally ill patients in the community and in its hospices this year and is the largest provider of hospice beds outside the NHS.
 - Funding: Around 70 per cent of the charity's income comes from the generous support of thousands of individuals, membership organisations and businesses, with the balance of funds coming from the NHS.
 - Marie Curie Nurses: The charity is best known for its network of Marie Curie Nurses working in the community to provide end-of-life care, totally free for patients in their own homes.
 - Supporting the choice to die at home: Research shows around 65 per cent of people would like to die at home if they had a terminal illness, with a sizeable minority opting for hospice care. However, more than 50 per cent of cancer deaths still occur in hospital, the place people say they would least like to be. Since 2004 Marie Curie Cancer Care has been campaigning for more patients to be able to make the choice to be cared for and die at home.
4. **The Swimathon Foundation**, a company limited by guarantee, is the independent registered charity which owns the annual national Swimathon event.
 - The Swimathon Foundation through its trading subsidiary arranges the staging and promotion of the Swimathon event in a nationwide network of participating swimming pools, to encourage

members of the public, whatever their age or ability, to understand and realise the benefits of regular swimming as a means to improve health and wellbeing and to achieve personal fitness goals.

- The Swimathon Foundation selects a National Charity Partner to promote itself and its charitable activities in association with the Swimathon event and to receive funds from members of the public, including those participating in the Swimathon event, in support of its activities. For the 2010 Swimathon the selected Charity is Marie Curie Cancer Care.
- In addition, The Swimathon Foundation aims to support local communities in their efforts to promote the benefits of physical activity, particularly through swimming.