News Release

It’s a marathon not a sprint as (Insert name of area) man/woman/group/family prepares/ to take on running challenge for Prostate Cancer UK

**[Insert name, age]** or **[insert town]** **is/are** limbering up for a lifesaving charity challenge by taking on January’s [Run the Month: Marathon Edition](https://runthemonthme.prostatecanceruk.org/?utm_source=pressrelease_medium=affiliate-referral&utm_campaign=run-the-month-me-jan-23) for Prostate Cancer UK.

To kick off 2023, **[he/she/they]** will be pounding pavements and parks and completing 26.2 miles to support the largest men’s health charity against a disease that affects one in eight men in the UK.

By proudly wearing the charity’s iconic blue and black colours, **[insert name]** will be a part of Prostate Cancer UK’s bumper running squad all raising money to help fund research to find better tests that could save thousands of lives. One mile and one donation at a time.

Run the Month Marathon Edition is more than a run for **[insert name here],** who was inspired to go the distance for Prostate Cancer UK after **[insert reason for running or link to cause]**.

**He/She/They** said: “I have decided to take on Run the Month: Marathon Edition for Prostate Cancer UK because **(detail about your motivation and/or link to the charity).**

**Sign up for run the month via** [**runthemonthme.prostatecanceruk.org**](https://runthemonthme.prostatecanceruk.org/?utm_source=pressrelease_medium=affiliate-referral&utm_campaign=run-the-month-me-jan-23)**.**

One in eight men are affected by prostate cancer. That’s thousands of dads, grandads, brothers, partners, uncles, sons and mates.

What’s more, one in four black men are affected by prostate cancer - that’s double the risk of other men – a statistic that stunned iconic 1980s fitness guru Mr Motivator (real name Derick Evans) who has seen family members and friends affected by the disease and will be taking on the challenge.

He said: "Every January we are bombarded with so many get fit and healthy messages, from New Year New You, to get fit now well your health is your wealth! So together let's make our lives so much richer by being positive and also by taking part in Run the Month: Marathon Edition for Prostate Cancer UK.

"I do have friends who have had to deal with prostate cancer and treatment has been successful because it was caught early. So please let me encourage you to put on your trainers and take on 26.2 miles of running in January for this fantastic cause. Just imagine you will do something that will not only benefit you but also provide much needed resources to Prostate Cancer UK."

Run the Month has raised more than £5.2m since October 2020 with a tireless team of over 30,000 runners covering in excess of 700,000 miles.

And this year will be bigger and better with the squad boosted by a clutch of star names, spearheaded by Iconic 1980s fitness guru Mr Motivator, television and radio broadcaster Charlotte Hawkins and reality star and entrepreneur Elliott Wright who have all seen people close to them affected by the most common cancer in men.

The squad is boosted by more star names with a direct link to prostate cancer such as Emmerdale star Matthew Wolfenden, comedian Fred MacAulay, Love Islander Arabella Chi, Channel 5 presenter Rob Bell, Team GB Winter Olympian Ollie Davies, broadcaster and novelists Lucy Beresford and Dr. Shola Mos-Shogbamimu, motor racing presenter Louise Goodman and many more.

Nicola Tallett, Director of Fundraising at Prostate Cancer UK: “The fight against prostate cancer is a marathon not a sprint. Since 2020 our wonderful supporters continue to raise substantial funds by taking on our virtual running challenge – and thanks to the efforts of **[insert name here]** 2023 is shaping up to be bigger and better.

“By running 26.2 miles – or more - in January **[insert name]** won’t just be keeping fit after the rigours of the festive season, but they will also be raising crucial funds in the fight against the most common cancer in men.

“From stars of stage and screen to novice and seasoned runners; taking part with mates or your pet pooch; starting the day or finishing under the stars; every challenge plays a fantastic role in bringing people together for a common cause.”

“Prostate cancer is the most common cancer in men, and an early diagnosis can save your life. Everyone who laces up their trainers will help fund ground-breaking research towards a screening programme, so we can catch prostate cancer early and save lives. We thank **[insert name here]** - and all our fundraisers – for their support.”

To sponsor **(insert name)**, visit **(enter fundraising website such as your JustGiving page URL).**

**And you can sign up for run the month at** [**runthemonthme.prostatecanceruk.org**](https://runthemonthme.prostatecanceruk.org/?utm_source=pressrelease_medium=affiliate-referral&utm_campaign=run-the-month-me-jan-23)

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**NOTES TO EDITOR**

For more information, please contact Gary Haines, Sports PR Manager at Prostate Cancer UK, on 020 3310 7079 or at [gary.haines@prostatecanceruk.org](mailto:gary.haines@prostatecanceruk.org), alternatively email [pressoffice@prostatecanceruk.org](mailto:pressoffice@prostatecanceruk.org) or call 07984 325001.

**About Run the Month: Marathon Edition:**

* Run the Month: Marathon Edition is a virtual running challenge for anyone who wants to keep active and help beat prostate cancer.
* Simply sign up and run, jog, walk or wheel a total of 26.2 miles over January to take part. That’s less than a mile a day. All you need is a pair of trainers and a JustGiving page to collect donations. And we’ll be there to support you every step of the way.
* Every donation you get will help fund research to find better tests to diagnose men sooner. Together, we can beat prostate cancer.
* Kickstart your new year and get sponsored to run 26.2 miles over January. Raise awareness of prostate cancer - the most common cancer in men - and help fund research to find better tests that could save thousands of lives. One mile and one donation at a time.
* For more information, visit [**runthemonthme.prostatecanceruk.org**](https://runthemonthme.prostatecanceruk.org/?utm_source=pressrelease_medium=affiliate-referral&utm_campaign=run-the-month-me-jan-23)

**About Prostate Cancer UK**

* Prostate Cancer UK has a simple ambition – to stop prostate cancer damaging the lives of men and their families.
* Investing into finding better treatments and tests that could save thousands of lives.
* Working with the NHS to make sure men get access to breakthrough tests and treatments.
* Spreading the word about who is at risk of prostate cancer, especially to those at higher risk.
* Supporting people dealing with prostate cancer and providing health information.
* Visit [prostatecanceruk.org](https://prostatecanceruk.org/) now to help beat this disease.
* @ProstateUK

**About prostate cancer**

* Prostate cancer is the most common cancer in men.
* More than 52,000 men are diagnosed with prostate cancer every year on average – that's 143 men every day.
* Every 45 minutes one man dies from prostate cancer – that's more than 12,000 men every year.
* 1 in 8 men will be diagnosed with prostate cancer in their lifetime. This raises to 1 in 4 for black men.
* Around 475,000 men are living with and after prostate cancer.
* A 30-second online risk checker is available at [prostatecanceruk.org/risk-checker](https://prostatecanceruk.org/risk-checker)
* Prostate cancer mainly affects men over 50 and the risk increases with age. But the risk is higher for black men or men with a family history of prostate cancer, so they may wish to speak to their GP from age 45.
* Prostate cancer often has no symptoms so men shouldn’t wait to see changes before they act.
* Anyone with concerns about prostate cancer may contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383 or online via the Live Chat instant messaging service: [www.prostatecanceruk.org](http://www.prostatecanceruk.org).

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