



## **SIMPLYHEALTH TO BECOME TITLE SPONSOR OF GREAT RUN SERIES**

Simplyhealth, which owns Denplan – the UK’s leading dental payment plan specialist, has become the new title sponsor of the UK’s biggest mass participation running series – Great Run.

The Great Run Company reports that Simplyhealth’s sponsorship of the series – which includes the world’s largest half marathon, the Great North Run – commences with the Great Winter Run and The Great Edinburgh International Cross Country, featuring quadruple Olympic Gold medallist and newly knighted Sir Mo Farah, in Scotland’s capital city on Saturday 7<sup>th</sup> January.

The agreement will cover events in city locations including Manchester, London, Bristol, Birmingham, Portsmouth, Edinburgh and Newcastle; involving runners of all abilities in distances that range from 5k to the half marathon. The deal also includes the Junior and Mini Great Run events.

Simplyhealth Chief Executive Romana Abdin, said: “Our sole purpose at Simplyhealth is to help people make the most of life, through better everyday health. Life is better when we are all active – it’s not just the preserve of elite athletes and gym lovers. Our new partnership with The Great Run Series will allow us to help even more people get the most out of every day, simply by running, jogging or walking together”.

“Charitable giving is at the heart of everything we do and, as official partner, we’re thrilled to announce that we have chosen Revitalise as our headline charity for 2017. Every year Simplyhealth donates 10% of its profits to health related charities which, in 2015 amounted to £1.6 million, touching the lives of over 2 million people across the UK”.

Brendan Foster, Chairman and Founder of the Great Run Company, said: “We are delighted to welcome Simplyhealth as the title sponsor of the Great Run series and we are excited about the partnership.

“The Great Run Company and Simplyhealth have a common purpose and I believe as partners we can develop something very special by helping change more and more people’s behaviours for the better.”

Following research, it was recently revealed that participants in the 2016 Great Run Series raised in excess of £50 million for good causes.

**-ENDS-**



## Notes:

### The Great Run Company

The Great Run Series is the world's favourite run with over 230,000 participants a year taking part. The events programme stretches across the UK from Aberdeen to Portsmouth offering a full range of distances from 5k through to the half marathon. A full range of online training services are available from Great Run Training. Great Run Local is a series of weekly events staged in our key cities. All designed to provide the support and advice for participants of all abilities to achieve their personal goal.

To find out more about the events and services provided by Great Run and its partners visit [www.greatrun.org](http://www.greatrun.org).

### About Denplan

Denplan is the UK's leading dental payment plan specialist, with more than 6,500 member dentists nationwide caring for approximately 1.7 million registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for nearly 30 years and today the company is owned by Simplyhealth. Denplan has a wide range of dental plans for adults and children, enabling patients to budget for their private dental care by spreading the cost through a fixed monthly fee. We support regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. For further information visit [www.denplan.co.uk](http://www.denplan.co.uk). For oral health tips and advice visit [www.myteeth.co.uk](http://www.myteeth.co.uk). Patient enquiries telephone: 0800 401 402 Dentist enquiries telephone: 0800 328 3223

- Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
- Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
- Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Membership Plan: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Emergency: worldwide dental injury and dental emergency cover only
- Company Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme, Denplan Excel Accreditation Programme and Denplan Training, plus regulatory advice, business and marketing consultancy services and networking opportunities.

For more information about Denplan:

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### Simplyhealth

Simplyhealth is the UK's leading provider of everyday health cash plans, dental payment and pet health plans. Since 1872 – long before the existence of the NHS – Simplyhealth has been helping people to make the most of life, by managing their everyday health needs. Today we ensure over three million people in the UK have access to the health products, services and support they need, when they need them and at a price they can afford.

Helping people make the most of life is our sole purpose and giving back is a huge part of that. As a result of our success, in 2015 we were able to donate £1.6m to our charitable causes, supporting 25 different charities including Revitalise, Music in Hospitals, Brainwave Centre, British Lung Foundation and Rainbow Trust. Our future success and performance will enable us to deliver our ongoing pledge to donate 10% of our profits to charity every year, supporting health-related causes that help people with everyday health conditions to make the most of life.

Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

For further information on Simplyhealth please visit [www.simplyhealth.co.uk](http://www.simplyhealth.co.uk)

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# Press Release



**Denplan**  
*At the heart of dental care*

[thegreatruncompany.com](http://thegreatruncompany.com)