



**Press release**

**23 January 2017**

## **OFFICIAL CHARITY PARTNER ANNOUNCED FOR THE SIMPLYHEALTH GREAT RUN SERIES 2018**

Simplyhealth is delighted to announce Mind as its charity partner for the Simplyhealth Great Run Series 2018.

Mind and Simplyhealth, through its #millionsmoving campaign, aims to empower millions of people to get moving and take care of their mental wellbeing through physical activity.

Romana Abdin, Simplyhealth Chief Executive, said: “Looking after your everyday health isn’t just about pre-empting physical aches and pains; it’s about taking care of your mental wellbeing too. We heard so many stories last year of how important physical activity is to maintaining and improving mental health, which is why we chose Mind as our charity partner.

“Evidence shows that getting active can have a positive impact on your physical health, but it can impact your mental health too – reducing the risk of depression by up to 30%, lifting mood and improving self-esteem\*.

“As title partner of the Simplyhealth Great Run Series we want to get #millionsmoving and our friends at Mind actively champion the link between physical activity and positive mental health. We’ve supported Mind at a local level since 2010 and believe that, through the Series, we can make a real difference in this critical area of everyday healthcare. Simplyhealth is committed to charitable giving and we donate 10% of our pre-tax profits to health-related charitable activity every year.”

As official charity partner, all participants for any of the Simplyhealth Great Run events without a chosen charity will be encouraged to run for Mind.

Karen Bolton, Head of Community & Events Fundraising at Mind, said: “We are delighted Mind is the official charity partner for the Simplyhealth Great Run Series 2018. We know the positive impact physical activity can have on mental wellbeing so this partnership is a

natural fit. Over the last four years, more than 7,000 Mind supporters have taken part in a Great Run series event and we hope many will return this year alongside the new runners joining Team Mind.

“This partnership will help us to reach a point where anyone with a mental health problem feels able to ask for, and access, the help they need. Money raised will fund our vital work including our Mind Infoline, information and advice services, and our campaigning to secure a better deal for the one in four of us who experience a mental health problem every year.

“Many people will be looking for a new year challenge, so whether you’re a regular runner or just starting out, we look forward to welcoming you to our team.”

The Simplyhealth Great Run Series - the UK’s biggest mass participation running series – features 30 events across ten cities including Edinburgh, Manchester, London, Newcastle, Bristol and Portsmouth.

For more information and to register for Team Mind visit [www.mind.org.uk/simplyhealth-great-run-series](http://www.mind.org.uk/simplyhealth-great-run-series)

**ENDS**

**Notes to Editors:**

\* Department of Health (2011), Start Active, Stay Active. Available here: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/216370/dh\\_128210.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216370/dh_128210.pdf)

**About Simplyhealth**

We’ve been supporting communities across the UK for 145 years, providing saving schemes that help people save for their medical care. Today we continue to help people make the most of life through better everyday health.

In 2017 Simplyhealth and Denplan united under one Simplyhealth brand and today we’re proud to be the UK’s leading provider of health cash plans, Denplan dental payment plans and animal health plans.

We now help over three million people in the UK access the health and care products, services and support that they need, when they need them and at a price they can afford.

We’re proud to donate 10% of our pre-tax profits to health-related charitable activity every year, and this amounted to over £1 million in 2017. Our Simplyhealth Great Run Series partnership raised an additional £42.6 million for charity.

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.

Visit <http://www.simplyhealth.co.uk> and <http://www.millionsmoving.co.uk> for more information about Simplyhealth and our movement campaign.

**About Mind**

- We’re Mind, the mental health charity. We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and

promote understanding. We won't give up until everyone experiencing a mental health problem gets both support and respect. [www.mind.org.uk](http://www.mind.org.uk)

- Please note that Mind is not an acronym and should be set in title case.
- Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
- Contact Mind's Media Team for interviews or further information on 0208 522 1743. For out of hours support, call 07850 788 514 or email [media@mind.org.uk](mailto:media@mind.org.uk).
- To access a range of free images to accompany mental health news stories, visit: [www.time-to-change.org.uk/getthepicture](http://www.time-to-change.org.uk/getthepicture). These images have been developed by Time to Change, a campaign to change how we all think and act about mental health problems. Time to Change is led by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.

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