

PRESS RELEASE

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2.6 “ACTIVITY BASED” CHALLENGE TO SUPPORT DISABLED CHILDREN

The Covid-19 pandemic has had a catastrophic effect with the cancellation of thousands of events and the loss of income through fundraising events.

The Virgin Money London Marathon alone, which should have taken place on Sunday 26 April, is the world’s biggest one-day fundraising event, which raised more than £66.4 million for thousands of charities in 2019.

As it cannot take place as planned, its organisers have created a “lockdown-friendly event” which is easy for anyone to join in and make a difference, especially for smaller local charities. Every small “event” can add up to something worthwhile.

The hope is that supporters will join the 2.6 Challenge to help Freddie Farmer Foundation continue to support disabled children.

From Sunday 26 April 2020, the challenge is to dream up an activity based around the numbers 2.6 or 26 and fundraise by donating on Virgin Money Giving page:

<https://uk.virginmoneygiving.com/fundraiser-portal/userSignIn>

To find out more, visit: <https://www.freddiefarmerfoundation.org.uk/news/the-26-challenge>

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NOTES TO EDITORS

For more information, image or interview requests, please contact Carol Ann Walters on 07780 703 600 or email carol@cawpr.co.uk

ABOUT FREDDIE FARMER FOUNDATION

The Freddie Farmer Foundation physiotherapy centre opened in 2015 to provide intensive physiotherapy programmes for disabled children. The centre is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

To find out more about Freddie Farmer Foundation, please visit www.freddiefarmerfoundation.org.uk