

PRESS ANNOUNCEMENT FOR PHIL PACKER'S "26"

Phil Packer, who suffered severe spinal cord injuries in 2008 and has raised over £1.3 million for charity by rowing the English Channel, walking the London Marathon over 14 days and hauling himself up El Capitan (over 4250 pull ups in 3 days) all within a six month period last year, will attempt to walk this year's **Virgin London Marathon** in **26** hours for **26** charities.

At **1000 hrs** on **Sunday 25th April**, Phil will start the Virgin London Marathon and finish 26 hours later at **1200 hrs** on **Monday 26th April**. To continue his intent and aim to inspire young people with disability, deprived young people and to support injured service personnel, he will walk **each mile with a Support Walker** between the ages of 16 and 25 **who will be nominated by each charity** and all whom will have received direct support from their charity. Phil has continued to enthuse and motivate millions and last year received the Helen Rollason Award at the BBC Sports Personality of the Year Awards and the Pride of Britain Fundraiser of the Year.

Phil says:

"My own personal journey over the past two years and the relationships I have established with a number of charities, young people with disabilities and their families, has increased my knowledge and understanding of the challenges those living with disability face daily. The outpouring of public support, whilst serving to highlight the need to support our injured, only scratches the surface of the wider support needed to assist those that endure huge physical and mental challenges within our Country every day. My intent is to ask Young People with Disabilities to join me in supporting my future plan to build the British Inspiration Trust, and for their charities and support groups to partner with me.

To fully understand exactly what young people need, I asked for representatives from 26 charities to join me as my official support walker as I complete the 3010 Virgin London Marathon in 26 hours. My partnering charities, all of which support young people with disabilities, young deprived people or injured service personnel will also be invited to assist me with their knowledge in running the Centre.

The aim is for **all the charities** to use my 26-hour Marathon opportunity to raise awareness and funds over **26 days**, beginning the 1st of April and ending the 26th of April. They have all agreed that this 26 day fundraising period will be their Main Effort for April. The last 365 yards of the Virgin London Marathon will see all 26

young people from the charities joining me as we cross the finish line together.

There is a clear need to provide inspiration and hope to young people. On completion of the Marathon, I am concentrating my efforts on building a multi-million pound, eco-friendly British Centre of Excellence. The Centre, dynamic and unique, will be a conduit to enthuse and inspire Young People with Disabilities, including our injured service personnel between the ages of 16 and 25. **The British Inspiration Trust (BRIT)** will serve not only as a **hub of British inspiration** but will provide a legacy for generations of young people. I will build it by 2012. With increasing support from Young People and Young People with Disabilities joining me in my Quest, my intent is to gain the support of Government, Businesses through their Corporate Social Responsibility strategies and the public to assist me in delivering a British "Beacon of Inspiration" to improve Quality of Life. I will launch BRIT later this year with the support of the National Media."

"**26**", a unique Virgin London Marathon opportunity, is Phil's next challenge and the start of the pathway towards building BRIT. For more information on Phil's remarkable challenge, go to www.philpacker.com