



12<sup>th</sup> January 2012

**BOTTISHAM DIVES INTO  
THE WORLD'S BIGGEST FUNDRAISING SWIM**

Swimmers in **Bottisham** will dive into the world's biggest fundraising swim at **Bottisham Sports Centre** on **Saturday 28<sup>th</sup> and Sunday 29<sup>th</sup> April 2012**. They will take on one of the five Swimathon Weekend 2012 challenges, raising money for either Marie Curie Cancer Care or Sport Relief.

Swimathon Weekend 2012 hits 645 pools across the UK, from 27-29 April. In its 25th Anniversary, Swimathon has joined forces with British Swimming and the BBC's Big Splash, Marie Curie Cancer Care and Sport Relief, to promote what is hoped will be the biggest Swimathon Weekend ever. The Swimathon Weekend 2012 will give thousands of swimmers the opportunity to raise vital funds for Marie Curie Cancer Care through Swimathon's established Distance Challenges and for Sport Relief through the new 'Big Splash Mile'.

Swimathon Weekend 2012 is the perfect way to start the New Year and a new you. Whatever your ability, swimming is a great form of exercise, and is relaxing for the mind and body. Swimming also helps to build endurance, muscle strength and cardio-vascular fitness.

Entries for the Swimathon Weekend 2012 opened last week. Model Jodie Kidd and London 2012 Ambassador Duncan Goodhew launched the event early in the New Year by swimming the first two lengths at London's Oasis Sports Centre. The first 10,000 people to register for the Swimathon Weekend online at [www.swimathon.org](http://www.swimathon.org) before 31 January 2012 will enjoy a half price discount!

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Swimathon Weekend participants can raise vital funds for Marie Curie Cancer Care by swimming the 5k, 2.5k or Team 5k challenges, or for Sport Relief by swimming the 'Big Splash Mile', individually or as part of a team. There are plenty of experts on hand to offer encouragement and advice, regardless of the challenge: World 10k Champion Keri-Anne Payne has designed tips and a training plan for those taking on the 5k, Duncan Goodhew the 2.5k, and Jodie Kidd for the Milers.

Jodie Kidd said: "I'm delighted to help launch the 25<sup>th</sup> Swimathon, and in such a special sporting year for this country. With all the talk of being inspired to take up exercise in 2012, it's events like this that give us all a goal to aim for. Whilst I can't claim to be a fish in the water, diving into my local pool is something I definitely enjoy. And even more so now that I can take in my little boy with me."

"Of course, Swimathon Weekend isn't just about fitness and personal achievement. With the funds this year going to both Marie Curie Cancer Care and Sport Relief, all of that perspiration is even more worthwhile."

Swimathon Weekend President Duncan Goodhew said: "We all know that sports such as swimming will enjoy their time in the limelight this year. 2012 also being our 25th Anniversary year, we'd love to add to the half a million people who have taken part in the event so far, to dive into pools up and down the country. These amazing people have raised more than £34 million for charity to date and, by teaming up with the Big Splash, we're aiming to raise record amounts for not one but two important charities."

**Claudine Bateman** adds: "Swimathon Weekend 2012 is a fantastic way to bring our community together, to raise money for charity, and provides a great challenge."

Funds raised by taking on the Swimathon Distance Challenges for Marie Curie Cancer Care will provide free nursing care and support for people with terminal cancer and other illnesses. The charity expects to care for over 31,000 terminally ill patients in the community and in its hospices this year.

Money raised by the public for the Big Splash Mile for Sport Relief will be spent by Comic Relief to help people living incredibly tough lives; both here, at home in the UK, and across the world's poorest countries.

Be one of the first 10,000 people to sign up online for a Swimathon Weekend session before 31 January 2012, and you'll enjoy half price entry. Swimmer entry is open at [www.swimathon.org](http://www.swimathon.org) until 25 April 2012.

**For more information, please contact Helen Ekins-Bell on 01223 811121 or**

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