

Entire nation challenged to step up for Sport Relief

Join a host of famous faces as the nation comes together to beat an epic one billion steps a day, every day, for Sport Relief

- Sport Relief is back and for the first time ever every corner of the UK will be home to a challenge as the whole nation comes together to beat one billion steps a day, every day, from 17th to 23rd March
- **Zoe Ball, Greg James, Alex Jones**, and many more will be taking on epic challenges
- A brand new Sport Relief App will unlock exclusive celebrity content and ensure every step counts across the week
- The stars will be out in force for a night of TV entertainment, on Friday 23rd March, live on BBC One from Salford

See our official launch video here: <https://we.tl/zGnyDrr6zM>

Sport Relief is back and for the first time ever is asking the entire nation to take on a huge collective challenge – beating a billion steps a day, every day, from 17th-23rd March. A host of famous faces including **Zoe Ball, Greg James** and **Alex Jones** will lead the charge and take on their own epic challenges to raise money and inspire the public to make their steps count as part of Team Sport Relief.

Running, dancing, dog walking or Zumba-ing all count towards the step total as the nation comes together to raise money and help vulnerable people, across the UK and the world, to live happier, healthier and safer lives.

To help the nation keep track of their hard earned steps and ensure they count towards the national total, the brand new **Sport Relief App** will be available to download for free. Packed with innovative challenges, exclusive celebrity content and a national step tracker* to keep count towards the billion, it will also include countless ways to get active and raise money for Sport Relief.

Liz Warner, CEO of Comic Relief, said:

“Sport Relief gets us all donning our trainers and taking on all types of sporty challenges or running a mile at school to help raise funds.

“In 2018 we have more British celebrities than ever pushing themselves to the limit to help us raise money for Sport Relief, which gives fifty percent of funds to the UK and the other fifty percent to the most desperate communities in the world.

“This is the first time we have asked the nation to take up a collective challenge and we can’t wait to see how many steps we can all do - let’s hit a billion steps and get more donations and sponsors coming in to help others.”

Whether taking part for fun or fitness, the public can show their support for Sport Relief by getting kitted out in the limited edition merchandise, available from 15th February, from official partner Sainsbury's and at sportrelief.com.

Coming up this Sport Relief:

Kicking things off with a bang, BBC Radio 1's Greg James will take on another incredible challenge. Can Greg beat his last Sport Relief achievement of five triathlons in five days? Watch this space for more details of an unprecedented challenge that will push the DJ to his limits.

He said: "My last challenge was unbelievably difficult but I think we're about to top it. At the end of the fifth triathlon I said "never again" but after seeing the huge amount of good it did in raising over a million quid for truly deserving projects and people, I have been inspired to push myself harder. This challenge is even more ridiculous."

Next up, broadcast queen Zoe Ball will be taking on a very special BT sponsored Sport Relief challenge - a cycling feat with a difference, while raising awareness of mental health issues. Zoe said: "I feel honoured to be taking on such an epic challenge for Sport Relief and it means so much to me to raise awareness of mental health issues - a topic close to my heart. This will be an awesome adventure, with miles to cover, hills to climb and a lot of chafing!"

Zoe will then hand the baton to The One Show's Alex Jones who has teamed up with four inspiring mums for 'The Mother of all Challenges', with a focus on maternal health. Taking place across six days, it promises to push them to their limits with the support of Sport Relief legend Professor Greg Whyte.

Alex said: "Over the years I've done a number of things for Sport Relief, some more dangerous than others, but I think this one's got a really different feel to it. It's a gang of us, a group of mothers and we're doing it as a team. I'm really looking forward to meeting the mothers, and being part of another Sport Relief – it's going to be a good one, it always is!"

On Friday 23rd March, TV fans can also look forward to the night of TV action, live from Salford on BBC One. The night will include incredible boxing bouts, as celebrities take to the ring and go toe-to-toe after months of hard-hitting training. **Spencer Matthews, Wayne Bridge, Vanessa White** and **Hannah Spearritt** are getting ready to rumble, with plenty more names and exciting telly treats to be announced.

Everyone has to start somewhere right? Airing in March, BBC Two's 'Famously Unfit... for Sport Relief' will see **Les Dennis, Susannah Constantine, Tameka Empson** and **Miles Jupp** put through their paces in a series of gruelling tasks to regain their fitness and kick-start a new healthy lifestyle, before taking on a muddy and exhausting obstacle course in freezing temperatures.

For more information on how to get involved with this year's Sport Relief campaign, download the Sport Relief App or go to sportrelief.com.

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FOR MORE INFORMATION CONTACT

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Notes to Editors

Sport Relief brings the nation together to get active, raise money and change lives. Since 2002, Sport Relief has raised over £335 million. The money raised by the public will be spent by Comic Relief to tackle the critical issues affecting people across the UK and the world. This year, Sport Relief culminates in a week of activity from Saturday 17th to Friday 23rd March, leading to an unmissable night of TV on the BBC.

Comic Relief is a UK charity which aims to create a just world, free from poverty - where everyone is safe, healthy, educated and empowered. Since 1985, Comic Relief has raised over £1 billion. That money has helped, and is helping, people both at home in the UK and across the world. For information about Comic Relief and the work it carries out, please visit www.comicrelief.com Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)

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*The Sport Relief step-tracker will convert steps for wheelchair users