

28th January 2016



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Jo's on the homestretch!

Final day of Jo Brand's BT Sport Relief Challenge and trainer Greg Whyte says it will be "a brute of a day"

Jo Brand is going to have to dig deep to keep battling those blisters and aching limbs, as today she struggles through to the finish line on the final leg of her BT Sport Relief Challenge. After a week full of wind, rain, blisters and ice baths, Jo aims to reach her final destination in Liverpool tonight (Thursday 28 January).

The challenge has seen the 58-year-old comedian walk east to west across the width of the country in just seven days, starting at the Humber Bridge last Friday. The challenge is sponsored by BT, a long-term supporter of Comic Relief challenges since 2009.

Her day started at 5.30am this morning from Warrington, and by 7.30am this morning she had already walked 10,000 steps. The final leg of Jo's mammoth challenge will see her walk through Widnes, Hale, Allerton, Sefton Park, Toxteth, finishing up in Liverpool at approximately 7pm.

Jo will be joined today by celebrity friends including **BBC Breakfast's Louise Minchin**, BT Sport Relief Challenge champion **John Bishop** and comedy legend **Ricky Tomlinson**.

Trainer Greg Whyte said, "It's the last day and Jo is absolutely battered. Today is going to be an absolute brute. We've had an extremely early start today because we need to make sure we have an on time delivery into Liverpool".

Three hours into her walk this morning Jo said "The thing I'm looking forward to most about finishing is lying down for about a week and a half, and shouting orders at my husband and children".

- Jo needs the public's support to keep her going as she is taking one Hell of a Walk. Sponsor Jo at sportrelief.com/sponsorjo

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- Inspired by Jo's challenge? Then take on your own challenge by signing up to the Sport Relief Games - go to **sportrelief.com** to find out how

The BT Sport Relief Challenge: Jo's Hell of a Walk isn't the first Sport Relief Challenge BT has sponsored. From John Bishop's Week of Hell, David Walliams' epic swims and who could forget Davina McCall's brave run, cycle and swim across the country, BT has been there all the way.

BT will again be supporting Sport Relief through the BT Speaking Clock. Between 18th January and 20th March 2016, for every call made from a BT fixed line in the UK to the BT Speaking Clock, BT will donate 10p to Sport Relief.*

Over the course of the 'BT Sport Relief Challenge: Jo Brand's Hell of a Walk' BT has committed to help raise at least £350,000 for Sport Relief.

All the ups and downs of Jo's challenge will be captured for a BBC documentary, to be broadcast in the run up to Sport Relief Weekend, which is taking place from Friday 18th to Sunday 20th March.

-Ends-

FOR MORE INFORMATION CONTACT:

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NOTES TO EDITORS:

BT:

* Calls cost 41.6p per minute from BT Residential lines. Mobile and other providers' costs may vary and not all providers use the BT Speaking Clock

ABOUT SPORT RELIEF:

- As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives.
- Since 2002, Sport Relief has raised over £262 million. The money raised by the public is spent by Comic Relief to help people living incredibly tough lives, across the UK and the world's poorest communities. It all leads up to the Sport Relief weekend and an unmissable night of TV on the BBC, broadcasting live from Queen Elizabeth Olympic Park.
- Comic Relief is a UK charity, which aims to create a just world, free from poverty. The money raised by Comic Relief, through its fundraising campaigns Red Nose Day and Sport Relief as well as other initiatives, is spent at home in the UK and across the world to help people, families and whole communities stand on their own two feet.
- Comic Relief is a registered charity 326568 (England/Wales); SC039730 (Scotland)
- Jo is no stranger to Sport Relief, having taken part in the very first Sport Relief Mile in 2004; she also turned up to support her friend Davina McCall on the final leg of her own gruelling BT Sport Relief Challenge: Davina – Beyond Breaking Point, during 2014.
- In 2012 David Walliams went to unbelievable lengths to conquer the Thames in his BT Sport Relief Challenge: Walliams vs. The Thames. John Bishop pushed himself and his legs to the limit with The BT Sport Relief Challenge: Bishop's Week of Hell.

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