Friday 29th January 2016

JESSICA GETS GOLD IN PROUD POLL

- Brits vote Jessica Ennis-Hill as the sporting hero they are most proud of
- Hosting the London 2012 Olympics was the nation’s proudest sporting moment
- Survey conducted by Sport Relief to encourage Brits to do themselves proud and sign up to the Sainsbury’s Sport Relief Games

Current world heptathlon champion, Jessica Ennis-Hill, can add another accolade to her roster of medals and trophies with the news that Brits have voted her as the sporting hero they are most proud of, according to a survey conducted by Sport Relief. The results, released today in the run up to the Sainsbury’s Sport Relief Games, aims to inspire people to sign up to walk, run swim or cycle themselves proud, at the events across the weekend of 18th-20th March.

British national record holder for heptathlon, Ennis-Hill, received 27% of the vote, followed by Andy Murray (26%) and Sir Steve Redgrave, winner of gold medals at five consecutive Olympics (22%). However, the vote was not constrained to those with two legs, with three-time Grand National winner Red Rum also making the top ten (13%).

With Jessica looking to retain her gold medal at this summer’s Olympic Games in Rio de Janiero, it seems Brits find it hard to shake off the feel-good factor that spread through the nation four years ago, with hosting the London 2012 Olympics named as the nation’s proudest sporting moment. Our only footballing World Cup triumph, which celebrates its 50th anniversary this year, took second spot, while Andy Murray makes a second appearance in the list with his 2013 Wimbledon victory.

With British sportsmen and women consistently claiming medals on the world stage, the UK is a land of proud sporting heritage and the research showed that two thirds of us (66%) feel proud to be British when it comes to our sporting accolades.
Britain’s pride extends well beyond the sporting field, with **one in three Brits (37%)** claiming that the Queen is the icon that they are most proud of, closely followed by Winston Churchill (31%) and Sir David Attenborough (30%). However it’s TV presenter Holly Willoughby, fresh from This Morning’s National Television Awards win, who is named the celeb most people would choose as a partner in a three legged race (10%).

There is a clear north/south divide too when it comes to how the regions feel pride, with those in the North-East claiming they felt most proud of their local area. Almost **six out of ten residents** stated that this was due to the people that lived there and **a third** stated it was down to their distinctive accent.

Michele Settle, Director of UK Campaigns and Brands at Comic Relief said of the study: “From sporting champions to British icons, we, as a nation, have a host of reasons to feel proud. We believe there’ll be an increase in Brits feeling the emotion this spring by taking part in the Sainsbury’s Sport Relief Games and making a massive difference to people living incredibly tough lives.”

Taking place across the country over the weekend of 18th – 20th March, the Sainsbury’s Sport Relief Games encourages the Great British public to get active and raise much needed funds to transform people’s lives Half of all the money raised by the public for Sport Relief is used to make a difference, right here at home in the UK. The other half is used to transform lives across the world’s poorest communities. To take on an event and get sponsored to walk, run, swim or cycle yourself proud, head to www.sportrelief.com to sign up to your nearest event.

-Ends-

**FOR MORE INFORMATION CONTACT:**
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**Notes to editors:**
Survey carried out by One Poll, with 2,000 adults polled in December 2015.

**About Sport Relief**
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.

Sport Relief 2016 will take place from Friday 18th to Sunday 20th March 2016. You can run, swim, cycle or even walk yourself proud at events across the country. There's a distance for everyone in the Sainsbury’s Sport Relief Games, whether you’re sporty or not. Find out more at www.sportrelief.com.