

Strictly embargoed until 10.00AM 21<sup>st</sup> January 2016



## **GREG'S GRUELLING GREGATHLON**

### **BBC Radio 1's Greg James takes on epic five day challenge for Sport Relief 2016**

BBC Radio 1 DJ and Presenter Greg James will be taking on **The Radio 1 Gregathlon for Sport Relief**, showing the lengths he's prepared to go to for the charity as he attempts to complete a triathlon a day for five consecutive days and around five different UK cities. Announced at the National Television Awards last night, this gruelling target means he's covering over 50 miles a day, a supreme effort in the middle of winter.

Not content with having a go at just one sport, Greg is arguably facing his toughest challenge yet with a total incline climb of 16,888ft, whilst running and cycling, plus swimming around a mile a day in freezing outdoor and indoor conditions. Despite his training, keeping the momentum going each day will undoubtedly take its toll as he aims to raise as much cash as possible for Sport Relief.

The incredible feat kicks off in Belfast on Monday 8<sup>th</sup> February, with Radio 1 listeners and Sport Relief supporters able to track Greg as he broadcasts his Radio 1 show (4-7pm) from a new city every day, criss-crossing his way around the nation via Cardiff, Glasgow and Sheffield before storming across the finish line in Norwich on Friday 12<sup>th</sup> February. He will also be encouraging the public at home to sign up to the Sainsbury's Sport Relief Games, taking place Friday 18<sup>th</sup> to Sunday 20<sup>th</sup> March.

Taking in the sights with Greg along the way will be fellow presenters of BBC Radio 1, including Nick Grimshaw, and BBC 1Xtra as well as special celebrity guests, cheering him on in all five locations, which are also the flagship cities of the Games.

In the lead up to his gruelling challenge, Greg will be visiting a nursery within a refugee camp in Jordan. He will see first-hand how the money raised through Sport Relief is used to help displaced families and children in Jordan receive access to education, whilst maintaining an all-important sense of community.

Greg said, "It will come as no surprise to you that I'm not a professional athlete. So the prospect of doing one triathlon is daunting enough. Doing 5 in 5 days in 5 different cities is madness. I want this to be one of those challenges no one following it would want to do. It needs to be genuinely horrible for me so that people buy into it and donate their hard earned money to this incredible cause. The public can follow the story all day on Radio 1 and then I'll also be doing my own show at 4pm each day at the end of each triathlon. That'll be an interesting listen! Training has been tough, wet and so horribly cold but I'm determined to accomplish this so that Sport Relief will be able to direct some much needed money to support people who really need it. I'm looking forward to the fantastic Great British public's support to keep me going in each city. It's gonna be a mad week!"

- The public can find more information and sponsor Greg throughout his challenge at [sportrelief.com](http://sportrelief.com)
- While you don't have to go as far as Greg, you can take on your own challenge by signing up to the Sainsbury's Sport Relief Games now at [sportrelief.com](http://sportrelief.com)

Money raised from The Gregathlon will be spent helping people living unimaginably tough lives, with half of the money raised used to make a difference right here in the UK. The other half is used to transform lives across the world's poorest communities.

**-Ends-**

**FOR MORE INFORMATION PLEASE CONTACT:**

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**NOTES TO EDITORS**

**ABOUT THE RADIO 1 GREGATHLON FOR SPORT RELIEF**

Locations:

- Belfast (Monday 8<sup>th</sup> February)
- Cardiff (Tuesday 9<sup>th</sup> February)
- Glasgow (Wednesday 10<sup>th</sup> February)

- Sheffield (Thursday 11<sup>th</sup> February)
- Norwich (Friday 12<sup>th</sup> February)

Activity:

- Swim – Approx. 1 mile daily in three outdoor pools (Belfast, Glasgow and Norwich) and two indoor pools (Cardiff and Sheffield)
- Cycle – Approx. 40-45 miles daily
- Run – Approx. 10 miles daily

## **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 18<sup>th</sup> to Sunday 20<sup>th</sup> 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](http://www.sportrelief.com). Comic Relief is a UK charity, which aims to create a just world, free from poverty.

Since 1985, Comic Relief has raised over £1billion. That money has helped, and is helping, people living incredibly tough lives, 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](http://www.comicrelief.com)

*Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)*

## **ABOUT REFUGEES IN JORDAN**

- More than 80% of Syrian refugees fleeing conflict in Jordan are living below the national poverty line, the equivalent of £2 a day
- Nearly 53% of all Syrian refugees in Jordan are children who have left their homes with their families to flee conflict, 18% of which are under 5 years of age
- At least 12,000 Syrians have left their homes and everything they own and are now stranded just inside Jordan in a barren desert area due to tighter border controls. Some have had to stay in this area for months on end without adequate help