LUTHER SWAPS CRIME FOR COMEDY
FOR RETURN OF SPORT RELIEF
Idris Elba to star in special sketch for Sport Relief 2016

Sport Relief can today (14th January 2016) announce exciting new details about this year’s campaign, including Idris Elba donning his infamous Luther coat to uncover a serious case of hilarity in an unmissable sketch. The super sleuth will be joined by Lenny Henry, Rio Ferdinand, David Haye, Denise Lewis, Cecilia Noble, Louis Smith, Ruth Wilson and Ian Wright.

This special one off sketch that will be shown as part of a star studded night of Sport Relief TV on the BBC, hosted by John Bishop, Gary Lineker, David Walliams and Claudia Winkleman amongst others, on Friday 18th March.

Idris said: “This year, for Sport Relief, Luther will be appearing in a totally different light. I am so proud to be lending my support to this cause again. Over the past year I have seen how important the work that Comic Relief and Sport Relief do on the ground as they helped in the fight against Ebola in Sierra Leone. I hope that you will enjoy the different side of Luther and support this important cause by signing up for the Sainsbury’s Sport Relief Games this year.”

Idris isn’t the only one getting involved this Sport Relief, as the nation is being encouraged to walk, run, swim or cycle themselves #proud at the Sainsbury’s Sport Relief Games events from 18th – 20th March. The Games will be taking place at the iconic Queen Elizabeth Olympic Park as well as Belfast, Cardiff, Glasgow, Norwich and Sheffield – and with hundreds of local events across the UK, the nation can limber up and show their support in what is already warming up to be one epic weekend.
Faces lining up to take part in the fun include Claudia Winkleman, Greg James, Anita Rani, Jamie Laing, Melanie C and Rachel Riley, who can be seen modelling the official Sport Relief t-shirt, available online at www.sportrelief.com later this month and in Sainsbury's stores from 15th February.

The iconic BT Sport Relief challenge is also back in full force, with another brave celebrity getting ready to be put through their paces in the name of charity. This celebrity (to be announced very soon) will be proving they are a thoroughly good sport by taking on a mammoth challenge to follow in the footsteps of Davina McCall, John Bishop and David Walliams in the hope of inspiring the Great British public to take on their own challenges, sporty or not! There will also be an array of other exciting celebrity challenges over the coming weeks, so keep your eyes peeled!

On Friday 18th March the BBC will treat the nation to a special night of Sport Relief TV live from Queen Elizabeth Olympic Park. The night is set to be a star-studded show full of celebrity performances and comedy sketches including TV detective Luther, joined by famous faces to help crack the case, along with highlights from this year’s challenges and films about the incredible work Sport Relief supports.

Other top telly treats include the return of The Great Sport Relief Bake Off which will see a fresh batch of 16 celebrities compete in the ultimate baking battle, all to raise as much dough as possible. This year’s brave contestants include Samantha Cameron, Ed Balls and Kimberley Walsh, with Jennifer Saunders, Sarah Millican, Ed Byrne and resident Bake Off presenter Mel Giedroyc presenting an episode each.

Let’s Play Darts for Sport Relief will also make a return to BBC Two, hosted by Gabby Logan and featuring the biggest names in the world of darts joining forces with some of the nation’s favourite comedians including Greg Davies, Jon Richardson, Katherine Ryan and Tim Vine and sporting stars Mike Tindall and Robbie Savage. Also joining the Sport Relief TV line up is hard-hitting documentary Famous Rich & Homeless which will see Nick Hancock, Julia Bradbury, Kim Woodburn and Willie Thorne experience first-hand what life is really like living on the streets of London.

On Sunday 20th March BBC One will host the Sport Relief Games Show, live from Queen Elizabeth Olympic Park as the Great British public are joined by numerous famous faces to help spur them on throughout the day. Stars from the world of entertainment and sport will take part in the Sainsbury’s Sport Relief Games events up and down the country - there’s bound to be an event close by so there’s no excuse for the public not to sign up and get involved at www.sportrelief.com:

- Walk, jog or run the Sainsbury's Sport Relief Mile, choosing from 1, 3 or 6 mile distances
Choose from a range of individual and team distances for the Sainsbury’s Sport Relief Swimathon, including 1.5km, 2.5km and 5km or people can choose their own distance with SimplySwim

Choose to take on the 25 or 50-mile Cycle at Queen Elizabeth Olympic Park in London, enjoy one of the Family Cycles with budding bikers at all six venues, (London, Belfast, Glasgow, Cardiff, Sheffield and Norwich) or choose any distance with SimplyCycle

Money raised from Sport Relief 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.

For more information about how to do yourself proud by entering the unmissable Sainsbury’s Sport Relief Games, go to sportrelief.com.

-ENDS-

FOR MORE INFORMATION PLEASE CONTACT:
COMIC RELIEF MEDIA TEAM
020 7820 2500
media@comicrelief.com
www.comicrelief.com/media-centre

NOTES TO EDITORS

ABOUT THE SAINSBURY’S SPORT RELIEF GAMES

The public are being encouraged to walk, run, swim or cycle yourself proud at the Sainsbury’s Sport Relief Games from Friday 18th to Sunday 20th March 2016. There are flagship events at Queen Elizabeth Olympic Park in London and in Belfast, Cardiff, Glasgow, Norwich and Sheffield, plus hundreds of events across the UK.

Distances

All challenges are available across a variety of distances for both solo and team participants, please find further details below:

Sainsbury’s Sport Relief Mile
- 1 mile (walk or run)
- 3 miles (walk or run)
- 6 miles (walk or run)

Sainsbury’s Sport Relief Cycle
- Family Cycle: A 3-mile ride providing the perfect chance for keen cyclists of all ages to saddle up with family and friends.
- 25 miles (solo cycle)
- 50 miles (solo cycle)
• SimplyCycle: Create your own sponsored cycle, pick your own distance and time and participate either with individually or with friends and family.

Sainsbury’s Sport Relief Swimathon
• 1.5k (solo or team swim)
• 2.5k (solo swim)
• 5k (solo or team swim)
• SimplySwim: Set your own distance and time and swim solo or with friends and family

**Event Pricing**

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<td>Simply Cycle</td>
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<td>Simply Swim</td>
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<td>£9</td>
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**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](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 SAINSBURY’S AND SPORT RELIEF**

Since the partnership began in 1999, Sainsbury’s has raised over £97 million for Comic Relief and is once again at the heart of Sport Relief in 2016 as the headline sponsor of the Sainsbury’s Sport Relief Games 2016. The official Sport Relief merchandise, including the t-shirts and wristbands, will be sold in Sainsbury’s stores, along with an additional selection of products which will donate money to Sport Relief. On top of this, Sainsbury’s colleagues will be going all out with some fantastic fundraising to raise even more life-changing cash.
ABOUT BT AND SPORT RELIEF
Once again, BT will be the headline sponsor of the Sport Relief celebrity challenge – watch this space! The team at BT raise stacks of cash for Comic Relief every year, as well as providing the systems, call centre, and network support to process millions of pounds worth of donations. On top of this, BT’s staff always go the extra mile to get involved and help make Sport Relief a huge success.

The following Sport Relief merchandise is available for the public to buy:

OFFICIAL MERCHANDISE
Available from Sainsbury’s, sainsburys.co.uk and sportrelief.com
- Adult unisex t-shirt - £10 with at least £5 going to Sport Relief
- Ladies t-shirt - £10 with at least £5 going to Sport Relief
- 2 x styles of kid's t-shirt - £6/7 with at least £3/3.50 going to Sport Relief
- Wristband available in two colours - £1 with at least 50p going to Sport Relief (also available from Oxfam)
- Deeley Boppers - £2.50 with at least £1.25 going to Sport Relief
- Sweatband - £1.50 with at least 75p going to Sport Relief
- Water Beaker - £3 with at least £1.50 going to Sport Relief
- Light up Yo-Yo - £3 with at least £1.50 going to Sport Relief
- Pin Badge available in two styles - £1 with at least 50p going to Sport Relief
- Fashion Bands (set of three) - £2 with at least £1 going to Sport Relief
- Trolley Token - £1 with at least 50p going to Sport Relief
- Soft Ball available in three styles - £1 with at least 50p going to Sport Relief

ORLA KIELY FOR HOMENSENSE & TK MAXX
Available from HomeSense, TK Maxx, TKMaxx.com and SportRelief.com
- Aprons - £12.99 with at least £5.25 going to Sport Relief
- Tea towel (choice of two prints) - £4.99 each with at least £2.50 going to Sport Relief

SPORT RELIEF PENS
Available from Ryman and Robert Dyas
- Pen (choice of four colours) - £1 each with at least 70p going to Sport Relief

GREAT SPORT RELIEF BAKE OFF BOOK
Available from Sainsbury’s, all good bookstores and sportrelief.com
- Great Sport Relief Bake Off booklet - £2.50 with at least £2 going to Sport Relief

ABOUT SWIMATHON
- Swimathon is the world's biggest fundraising swim, and will take place from 18th-20th March 2016.
- The event will incorporate the 5k, 2.5k, 1.5k and Team 5k/1.5k challenges for Sport Relief.
- Swimathon started in 1986 and since then more than half a million swimmers have taken part, raising over £42 million for charity.
- Pools and operators continue to encourage visitors to enter Swimathon, about 49% of participants in 2015 hearing about the event through their swimming pool (44% in 2014), their continued support is extremely important to the success of the event.
Swimathon has raised funds for a variety of nominated charities, including Comic Relief, Macmillan Cancer Support, NSPCC, The British Heart Foundation, The Prince’s Trust and, most recently, Marie Curie and The Swimathon Foundation.

ABOUT THE SWIMATHON FOUNDATION

- The Swimathon Foundation, a company limited by guarantee, is the independent registered charity, which owns the annual national Swimathon event (charity number 1123870).
- The Swimathon Foundation was formed in 2001 to guarantee the long-term future of the Swimathon event.
- The Swimathon Foundation is the legal rights owner of the Swimathon event and as such is responsible for not only the staging of the Swimathon but also the management and distribution of the funds raised by the event's participants.
- The Swimathon Foundation Trustees select the Swimathon's principal charity partner, which receives the majority of the fundraising income, as well as awarding grants to local organisations whose projects help promote swimming in their communities.
- The Swimathon Foundation provides grants of between £300 and £2,500 to organisations including swimming pools, operators, clubs, community organisations and charities that can demonstrate how funding will allow them to help more people participate in and enjoy swimming and to make swimming more accessible.
- For further information visit the Swimathon Foundation website at: www.swimathonfoundation.org. This website provides information about how to apply for a grant.