

For immediate release

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One Million Steps for Charity Fundraising Event

On Sunday 6th of July 2014 the Hiccup Conquerors,* in conjunction with Trailblazer Bootcamps, will attempt to run the Armley Park 161 Killer Steps one million times in order to raise money for charity. The sponsored run is taking place in order to raise money for Little Hiccups, a parent led support group for children and families with special needs and disabilities in Leeds. The One Million Steps for Charity challenge will take place throughout the day in an attempt to raise £15,000. This money would allow Little Hiccups to purchase a pair of Kangoo Buggys – an all-terrain wheelchair that would enable children in wheelchairs to have amazing experiences such as adventure holidays with their families and visits to the beach. Little Hiccups founder Linsay explains what a difference access to a Kangoo Buggy would make for the children Little Hiccups supports: “Every child should be able to access to the beach, smell the sea air and feel the sand ... for our children in wheelchairs that’s just not possible – until now.”

The event is being supported by Leeds City Council, TV, radio and boxing stars such as John H. Stracey. This promises to be a fun filled day for all the family to enjoy, whether you would like to take part in the run, make a donation or bring along a picnic and enjoy watching the action. Trailblazer Bootcamps and the Hiccup Conquerors have thought of an inventive way of counting how many times the steps have been run, with runners being encouraged to wear white t-shirts so that volunteers can keep tally of each individuals efforts on the back. Leeds Marriott hotel and Simpson Miller LLP Solicitors have generously offered to supply refreshments and bananas to keep runners energised throughout the day.

The idea for this fundraising event was devised when Little Hiccups contacted Brendan O’Connor after hearing about his connection to Trailblazer Bootcamps and their previous fundraising activity. Little Hiccups were then contacted by Vince Heckman, who had heard about the fundraising efforts and was eager to help. Both Vince and Bruce generously made a contribution to the Hiccup Conqueror’s cause. The generosity did not stop there. Amazingly, Vince decided to commit to purchasing a Kangoo Buggy through his company Thermo Casa. On the day of the Million Steps challenge, Vince and Bruce will be joining boxer John H Stracey to present the first Kangoo Buggy to Little Hiccups.

The presentation will take place at 11 am on Sunday 6th of July at Armley Park, with the One Million Steps challenge continuing throughout the day. The event is open to everyone, and families are encouraged to attend and watch the presentation or even join in the run. As

well as the runners being sponsored, there will be an opportunity to donate to this excellent cause on the day. Donations can also be made through the event page on the charity's website: <http://www.littlehiccups.co.uk/millionsteps>

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About Little Hiccups: Little Hiccups is a Leeds based support group that has been set up by two mums who both have children with special needs. Through personal experience they recognise the importance of allowing the parents and families of a child with a disability the opportunity to meet people in similar situations, to make friends and support each other.

*Additional information for editor – The Hiccup Conquerors are an enthusiastic, like-minded team of people that challenge themselves physically and emotionally to raise money for Little Hiccups.