

What is the UK's favourite sport?

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What are the nation's top ten sports? Football is undoubtedly a national obsession, but thereafter it is not as straight forward. You would assume that rugby and cricket are right up there, but in terms of participation, swimming and cycling are the second and third most popular sports amongst young people*. But with recent successes in both sports surely golf and show jumping should be climbing the ranks?

To get a definitive answer BIOFREEZE®, the fast acting pain relief gel, is hosting a nationwide survey on www.biofreezesport.co.uk. Each registered vote will enter a prize draw to win £500 worth of sports equipment and the results of the survey will be released at the end of March.

The survey marks the launch of The Biofreeze Amateur Sports Injury Clinic www.biofreezesport.co.uk, a unique on-line resource for amateur sports enthusiasts, which details how to identify, treat and avoid common injuries across fourteen popular sports. These include football, rugby, tennis, cricket, snow sports, cycling, swimming, golf, triathlon, running, angling, squash, softball and water sports.

The site has been developed with sports and exercise physician Dr Catherine Laraman, who has provided medical consultation for the Manchester Commonwealth Games in 2002 and the BBC's Run for Glory in 2006. As Dr Laraman explains, "The Biofreeze Amateur Sports Injury Clinic will be a great resource for any sports player concerned about common injuries. It will help them find out more about what they can do to prevent against injury, as well as what kind of treatment they might need."

The Biofreeze Amateur Sports Injury Clinic also features sporting news and up to date fixture lists on each of the fourteen sports, making it a one stop shop for sports fans nationwide.

"We are delighted to have launched such a valuable resource for amateur sports enthusiasts in the UK", comments Stephanie Stelling, brand manager for BIOFREEZE®. "The survey will provide a definitive modern day list of the UK's favourite sports. So whether you're a footy fan or an amateur angler get voting now".

Cast your vote now at www.biofreezesport.co.uk and have your say on where the nation's true sporting passion lies.

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Notes to editors:

* Young people and sport, national survey 2002, Sport England.

- BIOFREEZE® is a fast acting pain relief gel. It works using cyrotherapy to rapidly cool the affected area and bring relief to minor aches and pains. The product comes in a plastic tube or roll-on format and can be used by adults and children over two years old. It is for external use only.

- BIOFREEZE® is produced by G.R. Lane Healthcare, a family owned pharmaceutical business based in Gloucester. www.laneshealth.com

