

SPORTS EVENT COMPANY LAUNCHES FAMILY RUN IN BID TO BEAT CHILD OBESITY

Submitted by: The Fix UK

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London based sports event company The Fix UK is launching a 5km run with a difference, in direct response to the latest government obesity figures.

The run, which will take place against the stunning backdrop of Epsom Downs and Racecourse in Surrey on Sunday October 19th, will uniquely offer families the chance to take part together but with the added bonus that children can run for free when taking part with their family.

Ben Leach, Director, The Fix UK comments:

“The latest government obesity figures prove grim reading, people in Britain are getting fatter and in particular this is affecting our children. Obesity brings with it a host of health related problems that cost the NHS an estimated £2 Billion every year and brings with it misery to families. If our children are becoming obese before adulthood, for health and longevity this is surely a ticking time bomb. We are trying to put the onus back on the parents to help take responsibility for their children's physical fitness”.

David Krangel, Director of the Fix UK, explains further:

“We are merely brushing the surface of the problem but we believe that an attitude shift amongst parents is the first stage in tackling the issue of childhood obesity. We plan to run many more events across the UK and 5km runs are the perfect introduction for anyone new to exercise.”

For entry details please go to www.thefixuk.com

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For more information please contact Ben Leach or Dave Krangel @ The Fix on:

Office: 0208 144 0797.

Mob: +447990977469

www.thefixuk.com

