

# *SIMPLYHEALTH GREAT NORTH RUN* **NOTES TO EDITORS**

## **The Great Run Company**

---

As the UK's original running events series, we know a thing or two about motivation. Over the last three decades we've realised it doesn't matter why people run or how far they go - the one thing every runner has in common is that moment of triumph when they cross the line. We want everyone to experience that feeling, so we'll do whatever we can to help our customers achieve their goal and be their greatest.

Starting with the very first Great North Run in 1981, our events have always been a celebration of what makes our locations great. The Great Run Series now sees 230,000 participants a year taking part. The events programme stretches across the UK from Aberdeen to Portsmouth offering a full range of distances from 5k through to the marathon. Great Run Local is a series of weekly events staged in our key cities. All designed to provide the support and advice for participants of all abilities to achieve their personal goal.

To find out more about the events and services provided by Great Run and its partners visit [www.greatrun.org](http://www.greatrun.org).

## **Simplyhealth**

---

For 145 years we've been helping people to make the most of life through better everyday health. In 2017 Simplyhealth and Denplan united under one Simplyhealth brand and today we're proud to be the UK's leading provider of health cash plans, Denplan dental payment plans and animal health plans.

We help over three million people in the UK access the health and care products, services and support that they need, when they need them and at a price they can afford. We strongly believe that movement and activity is the cornerstone to better health and we'll be supporting runners and supporters every step of the way on their Simplyhealth Great Run journey, from our expert training and injury prevention advice ([www.greatrun.org/training-simplyhealth](http://www.greatrun.org/training-simplyhealth)); through our support zone on course, to the Simplyhealth stretch zone and post-run massage.

We're proud to donate 10% of our pre-tax profits to health-related charities every year, and this amounted to over £1 million in 2017. Our Simplyhealth Great Run Series partnership raised an additional £42.6 million for charity.

Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

