

Dozens of Midlands companies are eagerly counting down to this Sunday's Simplyhealth Great Birmingham Run Business Challenge.

The Business Challenge is a popular feature of the October half marathon and spring Great Birmingham 10K, as firms compete for fastest-time trophies in the corporate world.

This year's Great Birmingham Run has attracted more than 10,000 individual entrants with the event returning to its spiritual home of Broad Street in the city centre.

Runners will be taking part to raise thousands of pounds for good causes, meet personal health goals, or simply take in the city sights; among them the Selfridges building, leafy Edgbaston, Cannon Hill Park and Bournville – home of Cadbury chocolate.

The new and improved route invites runners to push for a personal-best finish to the 2018 running season with a largely flat course through the south of the city.

Olympic bronze medallist, Katherine Merry, has backed the 34 employees from Deutsche Bank's Birmingham office who have signed up to take part in the Business Challenge.

The teams will be raising funds for Cure Leukaemia, one of Deutsche Bank's UK Charities of the Year, with every penny contributing to Deutsche Bank Birmingham's target of £50,000 in 2018 to fund a specialist research nurse for 12 months.

Merry, who won 400m bronze at the Sydney Olympics in 2000, met some of the Deutsche Bank runners at the recent 'One Day' event within the bank when staff were encouraged to donate a day's salary to the two UK Charities of the Year, Cure Leukaemia and Rays of Sunshine.

The former world number one from Dunchurch in Warwickshire had these words of encouragement for the team: "This message is sent with loads of luck to all those taking on the Simplyhealth Great Birmingham Run. Having run a half marathon myself I know how daunting it is and for those representing Deutsche Bank and running for Cure Leukaemia THANK YOU. You are raising valuable funds and changing people's lives.

"The feeling of joy and the sense of achievement you will have after you finish is brilliant. Enjoy taking part in a fab half marathon in a fab city."

A team of 20 accountants from audit, tax and consulting firm RSM in Birmingham has signed up to enter the Great Birmingham Run for the first time.

The team, based at St Philips Point in Temple Row, will be running the 13.1 mile course for local charity Acorns, which provides specialist care services to young people with life-limiting or life-threatening conditions.

RSM Team captain Edd Pryce said: “There is a growing buzz around the office in the build up to the run and we have had huge support for our chosen charity Acorns. We can’t wait to compete against the other businesses and it is great to raise money for such a great charity.

“Acorns is one of RSM’s fantastic audit clients and we all feel very proud to be supporting Acorns in its 30th year, it makes a massive difference to so many children and their families when they desperately need it.”

RSM Partner and Great Run regular, Ian Wall, said: “This is an amazing event in my adopted city, it really does come to life for everyone taking part and really showcases what is brilliant about Birmingham, while also giving a welcome boost to bars, restaurants and retailers. Great Run always get the arrangements just right and the support along the route is incredible!

“In a job like ours, being active is really important to keeping healthy. Edd has encouraged people of all abilities and experience to get involved, the take up for the challenge and the support for Acorns has been truly fantastic.”

SIMPLYHEALTH GREAT BIRMINGHAM RUN BUSINESS CHALLENGE TEAMS

ALTAIR ENGINEERING LTD

BROWNE JACOBSON LLP

CHARTER COURT FINANCIAL SERVICES LIMITED

DELOITTE LLP

DEUTSCHE BANK

EUROFINS FOOD AND WATER TESTING UK

J W HINKS LLP

JURYS INN CUSTOMER CONTACT CENTRE & SHARED SERVICE CENTRE

MARKS & CLERK LLP

MOORE STEPHENS LLP

PWC

RSM

SCOTT BADER COMPANY LIMITED

SPORT STRUCTURES

STEEL & ALLOY GONVARRI STEEL SERVICES

UTILITYWISE

THE ROYAL ORTHOPAEDIC HOSPITAL CHARITABLE FUND

THE BINDING SITE

THURSFIELD SOLICITORS

VODAFONE

WESLEYAN HEAD OFFICE

NOTES TO EDITORS

About The Great Run Company

The Great Run Series is the world's favourite run with over 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 half marathon. A full range of online training services are available from Great Run Training. 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

Great Run, the world's favourite run.

About Simplyhealth

We strongly believe that movement and activity is the cornerstone to better health.

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'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.