

**Walk or run your way to see Dionne Warwick & Friends at The Royal Albert Hall in  
May 2012 courtesy of The Hunger Project – an amazing feat for YOUR feet!**

**\*\*\*What is your New Year's resolution this January 2012? Why not get fit with a social purpose  
and help eradicate the footprint of global hunger with The Hunger Project UK\*\*\***

A New Year and a New You. So the saying goes. Why not get fit with a social purpose this January 2012 by signing up for a London2Brighton Ultra Marathon Challenge in support of The Hunger Project, taking place on 12<sup>th</sup> and 13<sup>th</sup> May 2012. All participants walk 100km over two days from London to Brighton and those who raise over £1000 for The Hunger Project will also be eligible for two complimentary tickets for World Hunger Day 2012's musical extravaganza on May 28<sup>th</sup> 2012\* – headlined by Dionne Warwick & Friends and taking place at The Royal Albert Hall London.

According to Tim Holder, UK Country Director for The Hunger Project:-

"I am delighted that The Hunger Project has joined forces with The London2Brighton Challenge this year, building upon our 2011 successes. Literally, an amazing feat thanks to many feet!

"Being the year of a British-hosted Olympics, there is a natural synergy to extending our fundraising offering this year to sporting activity, in addition to staging a bigger and better World Hunger Day 2012 Musical Extravaganza, frontlined by the hugely supportive Dionne Warwick. What we achieved in 2011 proves, without question, that we might be a relatively small charity but have huge energy, vitality and drive – all skills that are akin to what is needed to complete any sporting challenge.

"I would like to thank in advance all those participating in this amazing London2Brighton Challenge on our collective behalf. See you in May!" he added.

**To sign up for the London2Brighton Challenge in support of The Hunger Project  
please visit [http://www.thehungerproject.co.uk/getinvolved/london-2-brighton-  
challenge/](http://www.thehungerproject.co.uk/getinvolved/london-2-brighton-challenge/)**

Even if you aren't up to the run on this occasion, please **WALK ON BY** and support our fundraising team en route from Surrey to Brighton. Every supporter counts in our quest to end poverty and hunger. For good.

Follow us on Twitter @worldhungerday @hungerprojectuk or like/friend us on facebook.

-ends-

For interviews, photography and more information please contact Miranda Leslau, miranda leslau pr, on 07912 644993 or via email at [miranda@mirandaleslau.com](mailto:miranda@mirandaleslau.com)

### **Editor's Notes:-**

#### **About The London2Brighton Challenge – 100km – Your Challenge. Your Way. Get Fit – Walk. Jog. Run.**

Registration costs £75 per person for this challenge and the minimum fundraising requirement is £375 in addition to the registration fee. The cut-off date for entries is Tuesday 31<sup>st</sup> January 2012 (tbc).

This Ultra Challenge starts in Richmond Park and ends in Brighton.

Every participant raising more than £1000 for The Hunger Project will receive two tickets to attend the World Hunger Day 2012 Concert at The Royal Albert Hall on Monday 28<sup>th</sup> May 2012, as well as the following:-

- A dedicated email/phone contact to help you with your fundraising
- A branded 'Team Hunger' T-Shirt
- Training and fitness advice
- Replenishment checkpoints every 12km
- Hot meals provided en route and finish brunch in Brighton
- Pace walkers, physiotherapists, an on-site catering team and medics
- Access to a dedicated online participant's area plus personal training plan
- On-site support from The Hunger Project representatives

FAQs: <http://www.thehungerproject.co.uk/getinvolved/london-2-brighton-challenge/your-questions-answered/>

Registration and Checklist: <http://www.thehungerproject.co.uk/getinvolved/london-2-brighton-challenge/registration-checklist/>

Why Join 'Team Hunger'?: <http://www.thehungerproject.co.uk/getinvolved/london-2-brighton-challenge/why-join-team-hunger/>

Terms of Entry: <http://www.thehungerproject.co.uk/getinvolved/london-2-brighton-challenge/terms-and-conditions/>

### **About World Hunger Day 2012 – Dionne Warwick & Friends at The Royal Albert Hall**

Tickets for World Hunger Day 2012 go on sale on Saturday 14<sup>th</sup> January 2012 from The Royal Albert Hall website at [www.royalalberthall.com](http://www.royalalberthall.com). Ticket prices start at £20.00 to £125.00 (booking fees may apply).

Artists confirmed to date, appearing on stage with the legendary Dionne Warwick, include The London Community Gospel Choir, Southbank Sinfonia and The World Hunger Day Choir. More international guest stars will be announced over the coming weeks.

The first World Hunger Day took place on Sunday 9<sup>th</sup> January 2011 at The Apollo Victoria, including the following star-studded line-up: Dionne Warwick, Elaine Paige, Natalie Cole, Mica Paris, Southbank Sinfonia, The London Community Gospel Choir, Steven McRae of The Royal Ballet, David Elliott, Simon Keenlyside and Jumoké Fashola, amongst others.

To see photos from World Hunger Day 2011 please visit <http://www.worldhungerday.org.uk>

### **About The Hunger Project**

Founded in 1977, The Hunger Project is a non-profit global organisation dedicated to the permanent eradication of hunger within some of the world's poorest communities: primarily, working in partnership with 20,000 villages throughout Sub-Saharan Africa, South Asia and Latin America via a team of 300 staff and 375,000 volunteers – the vast majority of whom are themselves living in conditions of extreme hunger and poverty. The Hunger Project fundraising and strategic alliances comprise 11 territories throughout four Continents in addition to 11 programme countries. These villagers, considered as The Hunger Project partners, typically live on less than the equivalent of 80p sterling per day.

These women and men work in partnership with The Hunger Project to gain the motivation and skills they need for a hunger and a poverty-free future – for themselves and the communities in which they live.

The Hunger Project is 100 per cent committed to ending global poverty and hunger through methodologies based on a 'three pillar' approach towards learning and growth: mobilising

rural communities at grass roots level, empowering women to have a voice in the decision-making processes that affect their respective communities and gaining access and building partnerships within local government.

By empowering communities the world over, The Hunger Project strives to give people a voice that is heard and seen, impacting on decision-making from ‘the bottom up’ alongside ‘the top down’ – in full support of Millennium Development goals.

<http://www.un.org/millenniumgoals/>

Allocation of funds for The Hunger Project (Global) – [www.thehungerproject.co.uk](http://www.thehungerproject.co.uk)

