



## News Release

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### **Enrol now for the Bayer Newbury 10K 2010**

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**Newbury, March 1, 2010** – Local healthcare company Bayer plc, has announced the date of this year's Bayer Newbury 10K, organised in partnership with Newbury Athletic Club and with media support from Newbury Sound.

The race will take place on Sunday 30th May and will start and end, in the Market Place. It will follow the same route as previous years with a few minor tweeks! Starting in the heart of the historic market town of Newbury, the route climbs gently for the first 3km, followed by a short descent and is then flat for the rest of the course. Approx 7km of the course is on the road and the remainder on footpaths and the tow path.

Andrea Postles, Bayer's race organiser, comments: "The positive response to past races has been incredible, from both our employees and the public. This is the third year that we've held this race and the community spirit and enthusiasm seems to grow and grow! Due to popular demand, we've opened the race upto 750 places, available on a first come, first served basis, so I would urge people to enter as soon as possible."

New this year is the Bayer Newbury 10K will be supporting Naomi House and "jacksplace", a children and young people's hospice that provides support to those with conditions that mean they are unlikely to live to become adults. Some of the entry fee will also be used by the Newbury Athletic Club for sports equipment and development of it's young athletes. Participants can also raise funds for their own chosen charities too.

Tim Marsh, Newbury Athletic Club's race director says: "It seems the Bayer Newbury 10K is now firmly on the running map! We're building upon the successful formula from past

years and due to increased numbers, we've included a few new things such as chip timing and on-line entries for everyone.

"We've put the entry fee up slightly to £10 for members of UK Athletics affiliated running clubs and £12 for everyone else, but the money is going to a fantastic charity. There will be no on-the-day entries." (Please note that Runner's World charge an extra £1.50 per entry for administration).

Those wishing to take part can find out more about the race and register via the Bayer website at [www.bayer.co.uk](http://www.bayer.co.uk) or on [www.runnersworld.co.uk/newbury10k](http://www.runnersworld.co.uk/newbury10k). The enrolment deadline is Friday 14th May. There will be cash prizes and trophies for the winners, first team back, first Bayer team and not forgetting the 'best fancy dressed' runner. Medals and goody bags will be given to all participants.

Ends

Contact:

**Steve Painter, Phone: 01635 563524, Fax: 01635 563513**

E-mail: [steve.painter.sp@bayer.co.uk](mailto:steve.painter.sp@bayer.co.uk)

**Andrea Postles, Phone: 01635 563031, Fax: 01635 563513**

E-mail: [andrea.postles.ap@bayer.co.uk](mailto:andrea.postles.ap@bayer.co.uk)

**Note to Editors**

**Bayer: Science For A Better Life**

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For more information, go to [www.bayer.co.uk](http://www.bayer.co.uk) For news releases, background material and graphics on Bayer worldwide, go to [www.press.bayer.com](http://www.press.bayer.com)

For more information on Newbury Athletic Club, go to: [www.newburyac.org.uk](http://www.newburyac.org.uk)

### **Naomi House Children's Hospice**

Naomi House is a purpose-built children's hospice that provides a homely environment for children and young people with life-limiting conditions ,(that mean that they will not live to become adults).

Situated just north of Winchester in Hampshire, we offer one-to-one palliative care that includes respite, terminal and bereavement care and support to children and their families in central southern England. We are available 24 hours a day, 365 days of the year and it costs around £2.5 million every year to keep this service running.

With less than 10% of income coming from Government, Naomi House relies on the generosity of people in the community to continue its work. Their support allows us to provide these crucial care services, free of charge, to children and their families.

***jacksplace@naomihouse***

### **Building a new hospice for young people with life-limiting illnesses**

Medical advances mean that many children with life-limiting illnesses, who have grown up visiting Naomi House, are now living to become young adults. The environment at Naomi House is principally designed to suit children; the needs of young people are very different to theirs. Naomi House has recognised this and has consulted extensively with young people to design a facility that caters for their medical and social needs.

In September 2007 Naomi House launched a major three year appeal to raise £12million to build, equip and run a new hospice for young people with life-limiting illnesses. The appeal aims to raise the £6million that is required to build, equip and run ***jacksplace***.

The new hospice enables Naomi House to provide care for young people over the age of 18 years old. The new hospice is named ***jacksplace@naomihouse***, after Jack Witham, whose generous bequest has made the dream of a hospice for young people possible. ***jacksplace*** was completed in the Autumn of 2009. The new facility includes six specially designed bedrooms with en-suite facilities that give the youngsters privacy and dignity. There two further bedrooms where families can stay and be close to their young person, and an end of life suite. Other facilities include a wheelchair accessible kitchen, social areas, hydro therapy pool, a sports field and gardens.

For more information about this event please contact Emma Willshire, Corporate Fundraiser, at Naomi House on 07766 733724 or email [emma.willshire@naomihouse.org.uk](mailto:emma.willshire@naomihouse.org.uk). Alternatively, Debbie Collins, Mayoral Co-ordinator at Basingstoke and Deane Council on 01256 845591 or email [debbie.collins@basingstoke.gov.uk](mailto:debbie.collins@basingstoke.gov.uk).

### **Forward-Looking Statements**

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