

guide running.UK

PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION

BITE SIZE:

guiderunning.UK offers the first network specifically conceived to connect blind, visually impaired and guide runners of all abilities. We are 2 people offering simple advice and potential connections in the hope that more people are able to share our passion...

So far we are on Facebook. You'll find our page here: <https://www.facebook.com/guiderunning.uk> Alternatively our group can be found by searching Facebook or by following the link from our Facebook page.

Continued overleaf.

NOTE TO EDITORS:

Simon Wheatcroft lost his sight at 17 and began adapting technology to achieve the impossible. Through the aid of a smartphone and the feeling underfoot Simon learnt to run solo outdoors and ran his first ever race 7 months later – a 100 mile road race. Simon continues to run regularly. Believe it or not there are bigger plans in the future!

Braddan Johnson started running around 15 years ago. Inspired to undertake his first ultra marathon while living in the US he has become fascinated by remote environments and what the human body can achieve. Enthralled by covering long distance over arduous terrain he partakes in multiple mountain marathons, multi day races and ultra trail events annually.

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THE WHY:

Its simple. We want to connect visually impaired (VI) and blind runners with guides. Specialised support networks that exist elsewhere in the world are not well established in the UK. Existing charities offer tremendous support but understandably aren't able to focus on specific activity groups.

We get that not everyone shares our passion. But if they do, we want it to be easy for them to find like-minded people.

What we hope to achieve is a self-governing meeting point that allows experienced and aspiring VI and blind runners to connect with experienced and aspiring running guides alike. In time we hope that this environment becomes a reference point for individuals and clubs who are inspired by existing VI, blind and guide runners.

THE WHERE:

So far we are on Facebook. You'll find our page here: <https://www.facebook.com/guiderrunning.uk> Alternatively our group can be found by searching Facebook or by following the link from our Facebook page.

Our next steps are Twitter and a dedicated website. Updates will be announced shortly via Facebook and press release.

THE WHO:

Experienced VI runner Simon Wheatcroft and Ultra distance enthusiast Braddan Johnson met when Braddan's training began to feel all consuming.

Braddan: "I always enjoy training and finding new boundaries to push but it seemed the hours training could benefit others besides myself. Not all training needs to be flat-out and there seemed no reason that I couldn't share a run with someone who wanted the same experience but needed support. I quickly drew blanks at all major connections and along the way met others with similar experiences. Eventually I connected with Simon."

Simon: "Running is important to me. I love to train, I love to compete. But if I wish to do this outside of a controlled or familiar environment I need a guide. I typically reach out for guides through social media so when Braddan approached me for support with guiderunning.UK I saw this as a great opportunity to formalise a growing movement and offer clarity and insights to other experienced or aspiring runners and guides alike."

**Simon and Braddan first ran together in a tough off-road half marathon.
They learnt a lot!**