

MEDIA RELEASE / INVITATION

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Local sporting mascots race to get kids moving

Leicestershire Partnership NHS Trust (LPT) is delighted to launch the latest iteration of its successful Move it Boom physical activity competition for primary school kids with an exciting mascot race from Leicester's Town Hall Square on Thursday 1 March to three local schools.

This will be the third time that Move it Boom has been run, and it looks set to be bigger and better than ever. From Monday 5 March, children will be able to access the Move it Boom website (www.healthforkids.co.uk/moveitboom) and begin logging the physical activities they have completed to win points for their school. There will be 12 broad activity categories to choose from, including 'Challenge Yourself' and 'Invent a Game', and the site will offer lots of ideas for fun ways to get fit and healthy.

As children log their activities, they will get to build and upgrade a virtual robot. The more physically active they are, the more advanced their robot will become, and the more points that will be added to their school's total. Local play specialists Red Monkey have generously donated £1,000 wooden playground equipment for the winning school - a great incentive for schools to get involved!

In running Move it Boom, LPT has once again teamed up with local sports partners Leicester Riders, Leicester Tigers, Leicester City Football Club, Leicestershire County Cricket Club, LeicesterShire and Rutland Sport and Red Monkey Play. As well as donating exciting prizes for the competition, their mascots will be involved in getting the competition off to an exciting start.

Media invitation

The mascot race launch event will begin at 12 noon on Thursday 1 March at the Town Hall square in Leicester (Bishop Street, LE1 9BG). Following a quick warm up, the mascots will split into pairs and head to three local schools: Birkett House Special Needs School in Wigston, The Pastures Primary School in Narborough and Braunstone Community Primary School in Leicester. At each school, pupils will teach the mascots to play a game that they have invented. The mascots will then head to The Grove in Braunstone (Cort Crescent, LE3 1QH) where from 3pm Braunstone Children's Centre will be hosting a welcome event. The mascots will teach the games they've learned to other children.

Throughout the afternoon the mascots will also be sharing their adventures on social media using the hashtag #MoveitBoom

You are welcome to come and take photos of the start of the race at the Town Hall Square, and to attend the celebration event at Braunstone Grove from 3pm. Denise Larrad, winner of the Get Inspired Unsung Hero award in the BBC Sports Personality of the Year Awards 2017, will be with the mascots throughout the afternoon.

Sarah Fenwick, Service Group Manager at LPT said: "Move it Boom is a great way for schools to promote healthy lifestyles with children and help them understand the importance of being active. During the last Move it Boom campaign in 2016, 47,053 activities were logged by children from 218 primary schools, and we're hoping to achieve even more this year!"

Denise Larrad said: "Move it Boom is great because it will encourage children and families to be more active. Instilling these values in children at a young age will help them become more active adults."

Simon Winfield, Director at Red Monkey Play said: "We are delighted to be supporting Move it Boom this year, as getting kids active is at the heart of everything we do. I'm sure our Red Monkey mascot will enjoy the race!"

Move it Boom runs until 29 June. The winning schools will be announced on 6 July.

ENDS



NOTES TO EDITORS

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff.

For more information visit: www.leicspart.nhs.uk. Healthy Together is the name for LPT's 0-19 public health nursing offer for children, young people and families which is funded by Leicester City Council, Leicestershire County Council and Rutland County Council.

- Families can get in touch with a public health nurse by text or phone. Both these services are available Monday to Friday (excluding bank holidays) from 9am until 5pm, and during these periods texts are responded to within 24 hours. They can call 0300 3000 007, or text: 07520 615381 (Leicester) /07520 615382 (Leicestershire and Rutland)
- **For further information contact:** Rosie Huckle, Communications Manager for Families, Young People and Children's Services, Leicestershire Partnership NHS Trust, Tel: 0116 295 0802, Email: rosie.huckle@leicspart.nhs.uk