



**LEGACY
PROJECT.ORG.UK**

**15 APRIL
2012
BRIGHTON
MARATHON
MOONWALK**

Media Release:

Brighton Marathon Moonwalk world record attempt Sunday 15th April 2012

Local hero Danny Miller will be attempting to break two world records by moonwalking the Brighton Marathon this Sunday to raise much needed funds and awareness for children's charity The Legacy Project (www.legacyproject.org.uk).

The project provides opportunities for young people in the South of England to get involved with their local communities and do something really positive to give back. At the same time as providing much needed mentoring and encouragement, the projects help to raise awareness and ownership for some of the big issues that these communities face and start to work towards combatting them.

Danny's idea to moonwalk the marathon is a fantastic way of launching the new Legacy initiative 'Turn Your Life Around' and also to demonstrate to our young people that anything is possible. We believe that the attempt will take 2-3 days to complete and are encouraging people to donate via text (text MOON15 £10 to 70070) or our charity giving site (<https://www.charitygiving.co.uk/moonwalk2012>)).

For more information please contact: tiffany@legacyproject.org.uk or 07825 304204

Media Campaign:

The event is being launched through the following media:

- Publicity through Guinness Book of Records
- Text to donate: MOON15 £10 to 70070
- Website page www.legacyproject.org.uk/marathon-moonwalk
- Twitter @legacymoonwalk
- Facebook <https://www.facebook.com/events/218757844860470/>
- Viral Marketing Campaign see <http://youtu.be/79Wq4mImOR4>
- Local & National News (articles already in The Argus and Metro)
- Radio Coverage see <http://media.newstalk.ie/listenback/46/>



Moon-walking the marathon

Sponsors:

<p>Ladbrokes</p>	<p>Many thanks to Puma for generously providing Danny with the footwear he needs to accomplish this arduous task!</p>
<p>nypt <small>new you personal training</small> Darren Harding 07834 611 635</p> <p>Darren Harding has taken on the daunting but essential task of training Danny to moonwalk the marathon!</p>	<p>xeretec</p> <p>Xeretec have generously donated several video cameras to Legacy which we will be using to cover the event, many thanks!</p>
<p>Scribble:</p> <p>Scribble: proudly provide all of Legacy's web and digital requirements.</p>	<p>ABOVE BOARD FIXINGS LTD</p>