



PRESS RELEASE: THE LIGHT RUNNER

SHARING HAPPINESS THROUGH CHALLENGE FOR MENTAL HEALTH

THE STORY/ANGLE OF THE LIGHT RUNNER:

The message of The Light Runner is “Sharing Happiness through Challenge” for Mental Health. One in five people will experience a Mental Health disorder in their life, and yet its something that isn't made public due to negative stigmas.

The Light Runner acknowledges that everyone faces challenges in life, and also that everyone wants to be happy... so is therefore combining the two by sharing a range of unique challenges all over Europe, in order to gain as much publicity as possible. This positive message can be tailored to your audience based on the challenge.

WHY?

To raise money & awareness for Mental Health

WHO?

Everyone can join the adventure

HOW?

Taking on challenges, giving & sharing

WHEN?

July, August & September 2015

WHAT WITH?

Nothing but a running pack

WHERE?

Europe

CHALLENGE:

The Light Runner is offering challenges in exchange for donations and sponsorship opportunities. The challenges are varied, and include Running, Photography, and Self-Improvement/Team-Development. Photos and videos capture each challenge to ensure the best media to communicate the story/message is available. Contact The Light Runner about how a challenge can relate to your local audience/target market.

WEBSITE:

<http://thelightrunner.org/>

CONTACT:

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