



LIVING WORDS RUNNER TO BE PART OF WORLD'S FIRST 100,000-PERSON MARATHON

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Following the announcement that London Marathon Events plans to stage the world's first 100,000-person on Sunday 3 October, for the first time ever, Folkestone based Living Words is inviting its supporters across the UK – and the world – to be a part of it by helping us to raise funds in its name.

On Sunday 3 October 50,000 participants will take on the traditional course from London's Blackheath to The Mall – an increase of more than 7,000 on the previous finisher record – while another 50,000 people around the globe run the 26.2 miles on the course of their choice, any time from 00:00:00 to 23:59:59 BST, in a virtual event.

Hugh Brasher, Event Director of London Marathon Events, said: "With the national vaccination programme underway, we are delighted to announce our exciting plans for the world's first 100,000-person marathon. The London Marathon is the most popular marathon on the planet, with a world record 457,861 people applying in the ballot for a place in the 2020 event, and the incredible success of the 2020 virtual event shows the huge appetite to be part of the world's greatest marathon."

OUR PART

For the very first time ever, we've got a charity runner's place for the Virgin Money London Marathon 2021, & hope to raise £2000

Started in 2007 by writer and actor Susanna Howard, Living Words is most well-known for working one-to-one with people living with advanced dementia. Since then we have conducted many residencies: in care and nursing homes, community settings, arts centres, day centres, libraries, theatres and hospitals. Our method emerged from the original exploratory process at St.Thomas', and has been honed over the years into what is called Listen Out Loud methodology, a person-centred approach that is taking place & expanding across care homes throughout Kent, the UK and beyond.

OUR RUNNER'S STORY: DAN WHITE

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I love that Living Words sees past the condition and focuses on the wonderful people they work with, how they bring positivity, creativity and warmth to what can be a harrowing disease. Thank you Living Words team for all you do.

So - on the 3rd October it will be a great privilege to pull on my trainers to run the London Marathon for Living Words - the first to do so I believe with an official Living Words marathon slot. This won't be the first time I've run for this wonderful charity. In 2019, with support from my long suffering father, a group of runners and Susanna waving flags like crazy I ran from London where I live to my parent's house in Kent. 16 hours and 121km.

So this is chapter two of my Living Words marathon journey, and yes it is a bit shorter, but I'm not getting any younger and the last time I checked there was no such thing as an easy marathon! Still going to hurt like hell the day after - but if it raises some money for Living Words - it'll be worth every blister!"

THIS YEAR

In 2021, **Dan aims to raise £2000 for us in the Virgin Money London Marathon**, and not just for us – but his mum too, who is someone still very close to our charity. In June 2021, for instance, Glynnis & Bob took part in a Q&A with Bafta and Oscar-winning producer David Parfitt, to talk about their lived experiences in context with the newly released Oscar-winning film 'The Father', which Living Words produced to be screened at Folkestone Cinema.

Glynnis & Bob, Dan's Parents:

"We are proud to support our son, Dan White, who is once again running a marathon to raise money for Living Words. This time he is only going to run the London Marathon! Two years ago he ran from Dulwich to Hythe, in 16 hours, to raise money for Living Words. We guess he's feeling his age!"

Susanna Howard, Living Words founder & artistic director: "When Dan offered to run the marathon for us, we couldn't believe his generosity. The team will be there along the marathon line shouting our support!"



On the left, Dan with mum, Glynnis. On the right, Dan with dad Bob, after completing the triple marathon for us back in 2019.

We'll be with you every step of the way Dan. Thank you.

HOW CAN YOU SUPPORT US?

Please publicise this is happening! All involved are up for interviews. This money will go towards all those who have stories like Bob & Glynnis' - for all those affected by a dementias across the country, and their loved ones; for all of us who experience mental health challenges, we know there are many of us feeling it right now; and in tune with this, for the small charities, like us, who have fought to keep going through all of this...so we can reach the brighter times, together.

We're a small organisation, and so don't have a big admin machine behind us. The money raised will directly impact the projects we're doing, the things we're working on this year, and to generally, help us keep going. Right now, we're working on getting our book "Bringing The Inside Out" shared with the world. It's a celebrity-endorsed, only project of

its kind publication that features the words of professional carers, relatives, and residents with late-stage dementia, in care homes across the UK, which focuses on their feelings & experiences during the pandemic. This year we're also running an NHS mental health project, where the words of COVID survivors who experienced near-death, are brought to light through film, spoken word, & song. And next year will see us introduce online courses for carers & professionals so the "Listen Out Loud" methodology can be practised and adopted from every corner of the globe if it wishes to.

MORE ABOUT LIVING WORDS

Through the Listen Out Loud methodology, Living Words take people's words out to the public through performance, film, and song - in working with isolated individuals & communities, amongst those affected by a dementia, mental ill health, and within end of life facilities. In working with people with dementia and isolated & disempowered people, Living Words supports free speech and expression. The work enables individuals to feel heard and understood, even when communication seems lost.

Examples of how Living Words works through projects:

- 1) Working with individuals who have dementia for example – creating poetry, personalised word books and anthologies.
- 2) Through this, working with staff in care homes / hospitals and family carers – improving wellbeing through creative expression, reflection, and individually tailored approaches.
- 3) At the same time, creating our own work to be visible in the arts & wider media for our Living Words artists to challenge perceptions of dementia, to increase understanding and to promote integration.

CONTACT

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Living Words is based in Folkestone, Kent. More information about Living Words is available at www.livingwords.org.uk and www.facebook.com/livingwords.org.uk

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