

R UN
THE
C O U N T R Y

FOR HOPE

IN SUPPORT OF
CAMPAIGN
AGAINST
LIVING
MISERABLY
CALM



WHAT WOULD MAKE ONE MAN DECIDE TO ENDURE A 1050KM RUN OF 21
CONSECUTIVE ULTRAMARATHONS - FURTHER THAN FROM LAND'S END TO
JOHN O'GROATS - CROSSING EVERY COUNTY OF ENGLAND, ALL 43 OF THEM?

THE OPPORTUNITY TO SPREAD HOPE

BECAUSE WITHOUT HOPE, PEOPLE DIE.

MATT KNOWS THE JOURNEY INTO HOPELESSNESS ALL TOO WELL.
HE HAS BEEN TO THE EDGE MORE THAN ONCE.
HIS IS A STORY OF

ENDURANCE AND SURVIVAL

IMPORTANTLY, IT'S ALSO A STORY OF HOPE.
AND NOW, HE IS RUNNING THE COUNTRY TO SPREAD MORE.





RUN THE COUNTRY ULTRA IS AN UNIQUE ULTRA ENDURANCE CHALLENGE TO SHARE HOPE.

HOW?

USING MATT'S STORY TO SHOW PEOPLE THAT IT'S POSSIBLE NOT ONLY TO SURVIVE DEPRESSION BUT TO ...

THRIVE

- WE'RE RAISING MONEY FOR CALM TO ENABLE THEIR WORK AND PAY FOR THEIR TRAINED PROFESSIONALS TO OFFER MORE PEOPLE HOPE.
- WE'RE CONNECTING COMMUNITIES AND PEOPLE RIGHT ACROSS THE COUNTRY. RTCU WILL SPARK CONNECTIONS AND BUILD FRIENDSHIPS ACROSS BORDERS.
- WE'RE RAISING AWARENESS OF MENTAL HEALTH CHALLENGES & ENCOURAGING THE CONVERSATION AROUND IT.

EVERY DAY, 18 PEOPLE IN THE UK TAKE THEIR OWN LIFE,
75% OF THOSE PEOPLE WILL BE MALE.

EVERY DAY, MATT WILL RUN AN ULTRA TO ENSURE
CALM ARE THERE TO REWRITE THIS TRAGIC STORY.

WHY CALM?

IN SUPPORT OF
CAMPAIGN
AGAINST
LIVING
MISERABLY
CALM

THE CAMPAIGN AGAINST LIVING MISERABLY IS LEADING A MOVEMENT AGAINST SUICIDE.
CALM RUNS A FREE AND CONFIDENTIAL HELPLINE AND WEBCHAT - 7 HOURS A DAY, 7 DAYS
A WEEK - FOR ANYONE WHO NEEDS TO TALK ABOUT LIFE'S PROBLEMS. £8 COVERS THE COST
OF A CALL. MATT IS AIMING TO RAISE £105,000 - £100 EVERY KILOMRE. EVERY ONE WILL
HELP CALM TO MAKE A DIFFERENCE.



THERE'S A REASON MATT IS RUNNING ACROSS EVERY SINGLE BORDER IN ENGLAND - AND THAT'S BECAUSE HOPELESSNESS KNOWS NO BORDERS - AND NOR SHOULD HOPE.

WHILST HOPELESSNESS THRIVES IN DARKNESS, IN LONELINESS AND IN THE SILENCES BETWEEN US, HOPE THRIVES ON THE CONNECTIONS BETWEEN PEOPLE.

NOT JUST
A FUNDRAISER

IT'S ABOUT
CONNECTION

ALTHOUGH MATT WILL BE RAISING MUCH NEEDED FUNDS FOR CALM, IT'S ALSO ABOUT CONNECTIONS BETWEEN PEOPLE WHO ALL RECOGNISE THE THREAT OF DEPRESSION AND CELEBRATE THE PATH THROUGH IT.

HOPE THRIVES WHEN PEOPLE COME TOGETHER, STORIES ARE SHARED, CONVERSATIONS ARE HAD.



ON HIS EPIC RUN, MATT WILL BE BRINGING TOGETHER PEOPLE FROM ALL OVER THE COUNTRY TO JOIN HIM EACH DAY, BOTH TO RUN ALONGSIDE HIM AND ONLINE.

IT'S ABOUT THE RUN

HUNDREDS OF RUNNING, SPORT AND COMMUNITY GROUPS ARE BEING INVITED TO GET INVOLVED, FOR FEW A MINUTES AT THE START, FOR PART OF THE RUN OR AT EACH FINISHING LINE, HUNDREDS OF STORIES OF HOPE BECOME ONE - NOT JUST FOR THE DAY BUT INSTEAD CAPTURED IN FILM, IN A BOOK AND ONLINE, WHERE THE CONVERSATION WILL CONTINUE.

“ I’VE BEEN THERE. I’VE LITERALLY STEPPED ONTO THE EDGE, MORE THAN ONCE. BUT AT THE LAST MINUTE, FOR LOVE, FOR FAMILY, FOR A TINY GLIMMER OF HOPE, I CHOSE A DIFFERENT PATH. I WROTE A DIFFERENT STORY.

I SURVIVED

NOW I WANT TO SHARE HOPE, BECAUSE I KNOW THERE ARE SO MANY OTHERS ACROSS THE COUNTRY WHO ARE FACING THAT SAME DARKNESS. I WANT MY JOURNEY TO BRING PEOPLE TOGETHER, MAKE NEW CONNECTIONS BETWEEN COMMUNITIES. I WANT TO RAISE AWARENESS AND FUNDING FOR THE PROFESSIONALS WHO SAVE LIVES, EVERY SINGLE DAY.

WHEN ONE LIFE IS SAVED, ONE PERSON ON THE END OF THE PHONE PAID FOR, THEN EVERY STEP, EVERY KILOMETRE, EVERY ULTRA, THEY’LL ALL BE WORTHWHILE. ”



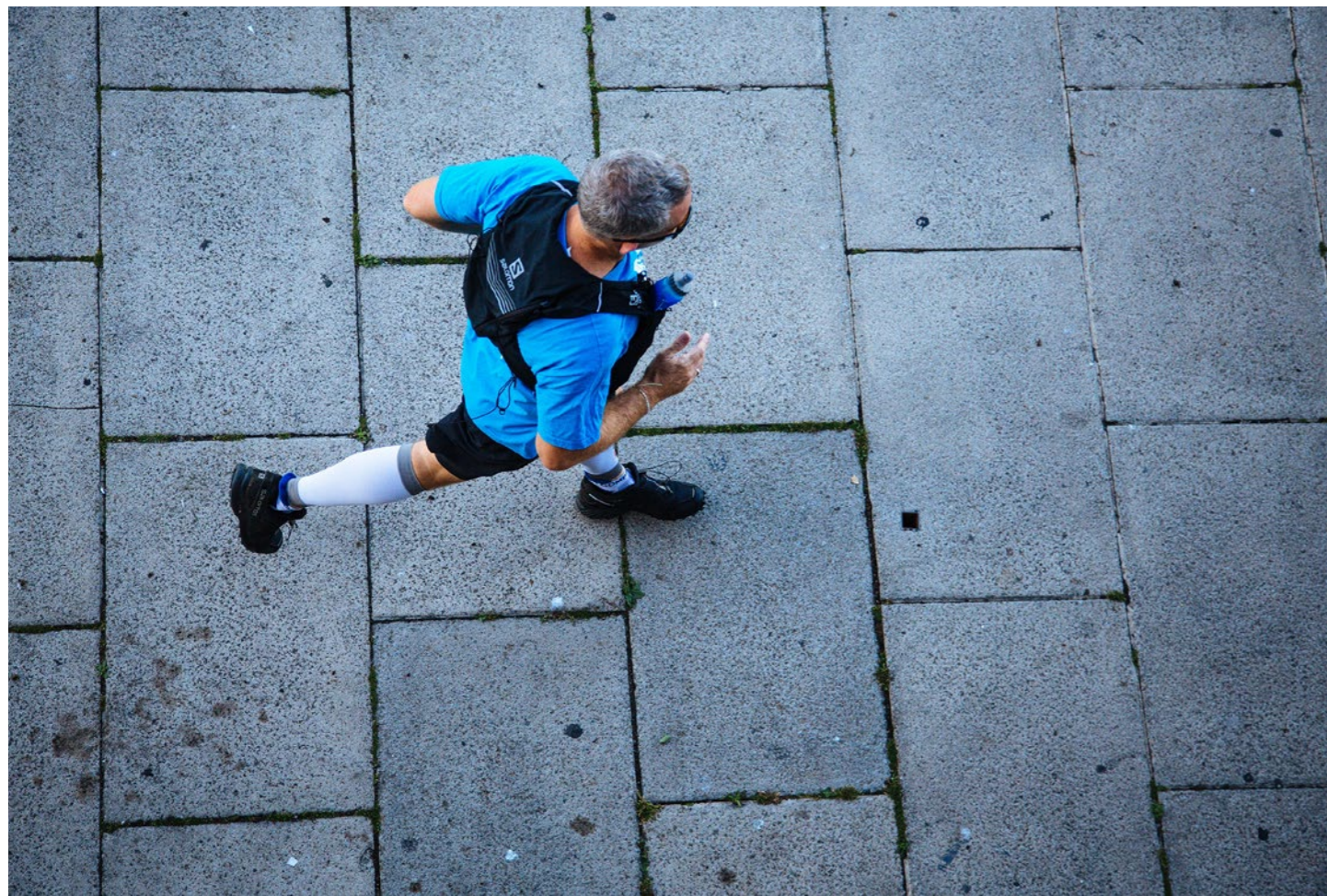
MATT

51 YEARS OLD
HUSBAND & FATHER OF TWO
ULTRA ENDURANCE ATHLETE
ADVANCED BREATHWORK INSTRUCTOR
MENTAL HEALTH AMBASSADOR
PLANT - BASED

LINKED IN
3297 FOLLOWERS

@LOVETOLEARNT0
2300 FOLLOWERS

@RUNTHECOUNTRYULTRA
GROWING FAST



STARTS ON
SEPTEMBER 5TH, 2021.

HARD?

FINISHES ON LIVE TV.
OCTOBER 1ST, 2021.

21 ULTRAS.
EACH ONE OVER 45KM.
168 HOURS OF RUNNING.
117600 CALORIES.
84 MEALS ON THE GO.
PLANT - BASED.
FURTHER THAN LAND'S END TO JOHN O'GROATS.

MORE VERTICAL GAIN THAN SUMMITTING EVEREST.
OVER A MILLION STEPS.
THROUGH 25 TOWNS.
ACROSS 43 COUNTY BORDERS
IN - AND OUT - OF 24 CITIES.
OVER ONE ANCESTRAL BRIDGE.
A NEW FASTEST - AND ONLY - KNOWN TIME.

THE ROUTE

SEPTEMBER 5TH

CORNWALL TO DEVON
LAUNCESTON TO PLYMOUTH

46.7KM

SEPTEMBER 9TH

SURREY TO WEST SUSSEX
GUILDFORD TO HORSHAM

45.5KM

SEPTEMBER 15TH

NOTTINGHAMSHIRE TO S.YORKS
MANSFIELD TO SHEFFIELD

50.7KM

SEPTEMBER 6TH

SOMERSET TO BRISTOL
GLASTONBURY TO CLIFTON

49.1KM

SEPTEMBER 10TH

EAST SUSSEX TO KENT
BRIGHTON TO TUNBRIDGE WELLS

58.8KM

SEPTEMBER 13TH

SUFFOLK TO NORFOLK
NEWMARKET TO THETFORD

44.6KM

SEPTEMBER 17TH

WEST YORKSHIRE TO YORKSHIRE
LEEDS TO YORK

48.3KM

SEPTEMBER 7TH

DORSET TO HAMPSHIRE
POOLE TO BEAULIEU

47.5KM

SEPTEMBER 11TH

HERTS TO CAMBRIDGESHIRE
B.STORTFORD TO CAMBRIDGE

45.7KM

SEPTEMBER 14TH

LINCOLNSHIRE
LINCOLN TO GRANTHAM

45.9KM

SEPTEMBER 18TH

DURHAM TO TYNE & WEAR
DURHAM TO NEWCASTLE

48.3KM

HALF WAY

SEPTEMBER 19TH

NORTHUMBERLAND TO CUMBRIA
HALTHWISTLE TO PENRITH

55.5KM

SEPTEMBER 24TH

SHROPSHIRE TO HEREFORDSHIRE
LUDLOW TO HEREFORD

45KM

SEPTEMBER 21ST

LANCASHIRE TO CHESHIRE
ORMSKIRK TO RUNCORN

45KM

SEPTEMBER 25TH

GLOS. TO WORCESTERSHIRE
CHELTENHAM TO WORCESTER

45KM

SEPTEMBER 28TH

RUTLAND TO NORTHAMPTONSHIRE
UPPINGHAM TO NORTHAMPTON

48.3KM

SEPTEMBER 30TH

OXFORDSHIRE TO WILTSHIRE
OXFORD TO ALDBOURNE

46.7KM

SEPTEMBER 22ND

G. MANCHESTER TO MERSEYSIDE
MANCHESTER TO LIVERPOOL

52.3KM

SEPTEMBER 26TH

WARKS, STAFFS, LEICS, DERBS
THE SHAYLER LOOP!

43.5KM

SEPTEMBER 29TH

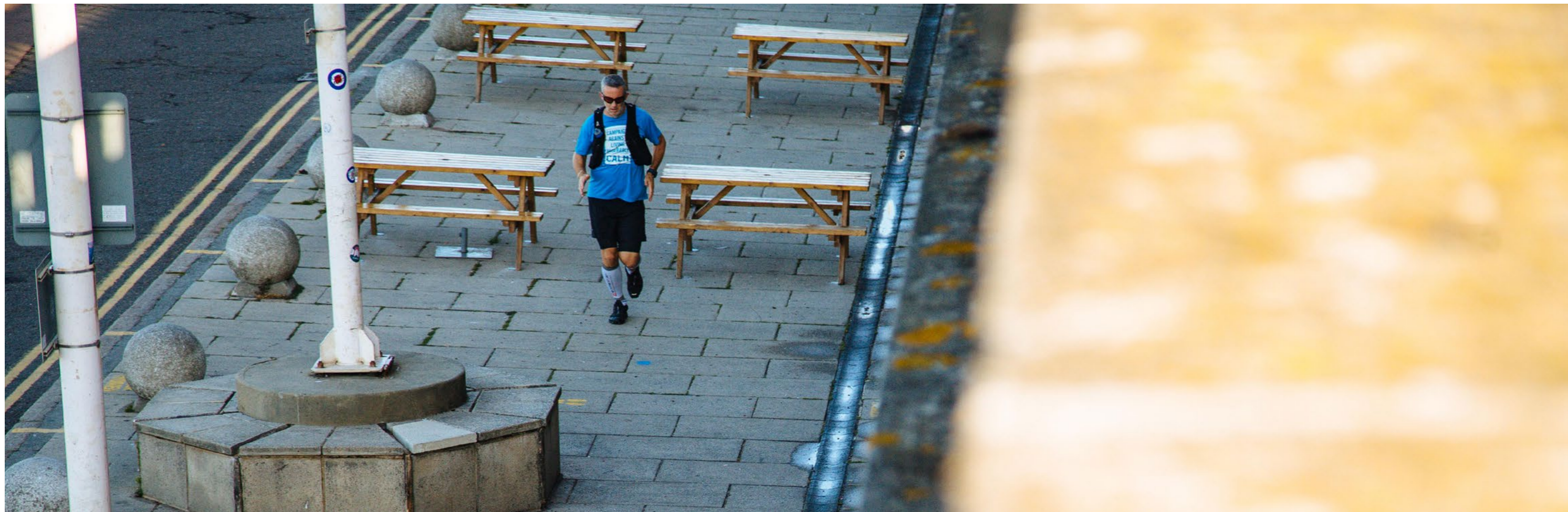
BEDS TO BUCKS
LUTON TO HIGH WYCOMBE

46.7KM

OCTOBER 1ST

BERKSHIRE TO LONDON
WINDSOR TO LONDON

48.3KM



I AM SELF-FUNDING THIS RUN. I WILL NOT TAKE A SINGLE POUND FROM THE KITTY AND WHERE I HAVE TO, I WILL PAY MY WAY. I DO NEED HELP TO GET THE JOB DONE - NOT LEAST HITTING THE £105,000 FUNDING TARGET. I'D BE DELIGHTED TO HAVE YOU ON BOARD.

4 WAYS TO GET INVOLVED

- AS AN INDIVIDUAL
- AS A CLUB OR ORGANISATION
- AS A BRAND
- PRESS AND PUBLICITY

- JOIN MATT FOR PART OF THE RUN - HE DOESN'T WANT TO BE ALONE FOR 1050KM!

EACH MORNING WILL START WITH A 1KM LOOP FOR FAMILY AND FRIENDS TO RUN AS MATT WARMS UP. THEN DO 5KM, 10KM, THE WHOLE RUN OR CHEER HIM ON - IT'S UP TO YOU.

AS AN INDIVIDUAL

- SPONSOR THE RTC AND DONATE TO CALM. THE JUSTGIVING LINK IS WWW.JUSTGIVING.COM/FUNDRAISING/LOVETOLEARNT0
- DONATE SOME TIME OR A SKILL - WHETHER IT'S COOKING FOOD ON ROUTE, DRIVING THE SUPPORT VANS... PLEASE GET IN TOUCH (DETAILS AT THE END OF THIS PACK)

THERE ARE LOTS OF WAYS YOUR BRAND CAN BE INVOLVED.

KIT, NAMING, GIVEAWAYS, BRANDED CONTENT, AND MORE ...

AS A BRAND

YOU CAN ...

BUY A FEW KILOMETRES.

SUPPLY KIT.

SUPPLY GIVEAWAYS AND SAMPLES.

OFFER A RAFFLE PRIZE.

SPONSOR AN ULTRA.

NAME THE WHOLE THING!

MATT CAN DO HQ VISITS, TRAINING AND BREATHWORK CLASSES FOR YOUR TEAM.

YOUR BRAND WILL APPEAR IN HUNDREDS OF HOURS OF STORIES, DISTRIBUTED ACROSS SOCIAL, PRINT AND TV.

YOUR BRAND WILL BE SHARED WITH THOUSANDS OF PEOPLE EACH DAY, EMBLAZONED ON VANS, POSTERS, MERCHANDISE AND TEAM CLOTHING.

YOUR BRAND WILL CONTINUE TO BE SEEN AND FEATURED AFTER THE ULTRA; CAPTURED IN THE BOOK AND FILM, 'ENDURE - A MANUAL FOR HOPE.'

WHY IS THIS GOOD FOR YOU?

- CELEBRITY ENDORSEMENT AND INFLUENCER PARTICIPATION ACROSS MUSIC, SPORTS AND WELLNESS.
- 250 PRESS TITLES BEING CONTACTED BY PR TEAMS.
- 430 MENTAL HEALTH ORGANISATIONS ACTIVATED.
- RUN TALK RUN AND LOVE TRAILS PUBLICITY.
- 240 RUNNING CLUBS ACTIVATED.

BRAND SPONSORSHIP

TITLE

I WOULD LOVE A SPONSOR TO BE NAMED IN THE BRANDING OF THIS RUN. I WOULD HAPPILY RE-ROUTE TO START OR FINISH AT YOUR HEADQUARTERS, DO A PRESENTATION,

RUN A BREATHWORK CLASS, RUN WITH THE STAFF - I'M OPEN TO IDEAS. YOUR BRAND WILL APPEAR ON ALL THE TEAM KIT, THE VAN AND THE MERCHANDISE.

BRAND SPONSORSHIP

ACCOMMODATION

THERE'S A TEAM OF SIX PEOPLE DRIVING AROUND THE COUNTY WHILST I RUN IT. WE CANNOT SLEEP IN THE VANS - IT'S IMPRACTICAL FOR A MONTH. EITHER YOU ARE A HOTEL CHAIN OR YOU'D LIKE TO PAY FOR THE ROOMS WE NEED.

BRAND SPONSORSHIP

NUTRITION

FUELING IS MISSION CRITICAL.
I AM PLANT - BASED.

I HAVE A BRILLIANT NUTRITIONIST - SARAH
BAYLISS - ONBOARD AND THERE IS ROOM TO
WORK WITH YOUR FOOD BRAND.

BRAND SPONSORSHIP



x YOU

KIT

IF YOU'RE A CLOTHING OR EQUIPMENT BRAND, I'LL
HAPPILY WEAR YOUR KIT - IF IT WORKS FOR ME.

AT 1050KM, IT HAS TO.

BRAND SPONSORSHIP

FILM

OR
BOOK

THE RUN THE COUNTRY ULTRA WILL LIVE ON WELL BEYOND THE DURATION OF THE EVENT ITSELF.

YOUR BRAND NAME WILL BE SEEN BY THOUSANDS AS I TOUR, SPREADING HOPE FURTHER - IN BUSINESSES, RUNNING CLUBS,, MENTAL HEALTH COMMUNITY EVENTS...

WE CAN ALSO CREATE SPECIFIC BRANDED CONTENT - FOR EXAMPLE, A SERIES OF MINI FILM PROMOTIONS - TO INCORPORATE INTO YOUR MARKETING CAMPAIGNS.

AS A CLUB

OR ORGANISATION

THE WHOLE POINT OF RUN THE COUNTRY ULTRA IS TO MAKE CONNECTIONS BETWEEN COMMUNITIES. WHY NOT ASK YOUR CLUB OR ORGANISATION TO GET INVOLVED. COME TO THE LOCAL START OR FINISH LINE, HAVE A RUN, HAVE A CHAT, DO THE MORNING BREATHWORK WARM-UP.

WE'D LOVE TO HAVE YOU WITH US. IN RETURN, WE WILL MAKE SURE WE SHARE WHAT YOU DO AND WHY YOU DO IT SO MORE AND MORE PEOPLE CAN GET INVOLVED WITH THE WONDERFUL THINGS YOU DO.

PRESS

& PUBLICITY

WE WOULD LOVE TO SHARE THE STORY OF THE RUN THE COUNTRY ULTRA, THE CALM MOVEMENT AND CELEBRATE LOCAL COMMUNITIES WITH FULL PRESS SUPPORT AND ANY ADDITIONAL PUBLICITY OPPORTUNITIES E.G. INFLUENCER ENGAGEMENT.

IF YOU'D LIKE TO SPEAK TO MATT ABOUT THIS OPPORTUNITY, PLEASE CONTACT HIM WITH THE DETAILS AT THE END OF THIS PACK.



CONTACT

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