

DRAFT

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FOR IMMEDIATE RELEASE

BRENTFORD FOOTBALL CLUB TICKETS TO BE WON WITH BEAT THE STREET SELFIES!

The organisers of the Beat the Street Hounslow competition are offering two pairs of tickets to see Brentford FC play MK Dons at home on Saturday, 5th December.

So far, nearly 8,000 participants in the Beat the Street walking competition have clocked up nearly 16,000 miles since the challenge started on 14th October. The aim of the game is to walk as far as possible in a race around the world.

St Lawrence RC Primary School is currently leading the overall points board having walked nearly 2250 miles while charity team Ma Aliyya is at the top of the average points leaderboard with more than 2,300 miles.

Now organisers are asking players to show their love for the competition by uploading a photo of themselves with a Beat Box with the hashtag #beatboxselfie. Simply post on the Beat the Street Facebook or @btshounslow on Twitter and tag your friends, before Sunday, 1st November and one person will win a pair of tickets to the Brentford game. The Beat the Street team will pick their favourite #BeatBoxSelfie to be the winner from all the entries posted onto Facebook or Twitter.

A further pair of tickets to the game will be up for grabs between Saturday 14th and Wednesday 25th November with a competition where you'll need to upload a video selfie at a Beat Box.

Running from Wednesday 14th October until Wednesday 11th November 2015, Beat the Street aims to encourage residents of Heston, Feltham and Cranford to adopt more active lifestyles. The competition turns a whole town area into a real-life walking game where players record how far they've moved by tapping their special Beat the Street cards on Beat Boxes placed around the town. Tapping two or more boxes within one hour records a distance travelled and the box records each individual journey.

There's still time for local residents of all ages and abilities to get involved. To find out how to register your team and get everything you need to participate visit www.hounslow.beatthestreet.me.









Councillor Ed Mayne, Hounslow Council's Cabinet Member for Public Health and Leisure, said: "It has been great to see so many people in Cranford, Heston and Feltham enjoying Beat the Street and It's proving to be a real talking point. We're now hoping to pep up the challenge with the selfie competition and a chance to win more great prizes so it's a great new reason to get involved!"

You can follow the conversations on Twitter @btshounslow and Facebook (Beat the Street Hounslow) ENDS

NOTES TO EDITORS:

- 1. Beat the Street is funded by the London Borough of Hounslow and the EU commission Switch programme.
- 2. The Beat the Street challenge is to encourage residents to walk and cycle as many miles as possible in a collective journey round the world.
- Beat the Street is run by Intelligent Health. Intelligent Health are experts in physical activity strategy and delivery. Intelligent Health creates high quality, innovative products which combat physical inactivity across communities and improves health and well-being. Beat the street is fun, inclusive and engaging. For more visit www.intelligenthealth.co.uk
- 4. Regular physical activity is known to improve 23 long-term conditions, including heart disease, diabetes, cancers, dementia, depression and anxiety. Taking exercise also helps improve the health of those who already have these conditions.
- 5. A survey of those who took part in Beat the Street in 2014 found that 82% of those surveyed felt the programme encouraged them to be more active; 73% said it helped them feel healthier.





