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**What Is RED January?**

[RED January](https://redtogether.co.uk/) is a community initiative helping people support their mental wellbeing through physical activity. The idea is to get active every day, to beat the blues away.  If it’s running 5k, or walking to work a new way, a morning swim or taking the bike for a spin, the choice of daily activity is up to the individual.

**Background Information.**

CEO and Founder Hannah Beecham was inspired to start RED January after witnessing the transformative effect that regular exercise had on her Mum as she recovered from a period of severe depression.

Hannah’s aim was to start a free event for all fitness abilities that would give people a focus during January, a characteristically tough month. She wanted to help inspire people like her Mum, to introduce more movement into their daily lives to support their physical and mental health. After they had kick-started the year in a positive way, she believed the support of an online community all year round could help people achieve long lasting results.

Since RED January’s first challenge in 2016, 90,000 people from around the UK have got active every day in January, to beat the blues away. Fearne Cotton, Dame Kelly Holmes, Dr. Chatterjee and Bella Mackie are amongst its supporters. To date, almost £1.7m has been raised for RED January’s charity partner Mind.

**What Are The Benefits?**

* **Supports your organisational wellbeing objectives, and promotes staff and clientele wellbeing during and leading up to January**
* **Promotes a positive message for your organisation around the importance of physical activity and the positive impact it has on people’s mental health and wellbeing**
* **Join thousands of people around the UK all kick starting their year in a positive way**
* **Raise funds that will continue Mind’s life-changing work**
* **Set your own personal challenge**
* **Enjoy RED January as a team or solo. By signing up, you will be part of the wider community of REDers, all supporting and motivating each other through a characteristically tough month**

**How to Get Involved.**

**Register for FREE at**[**redjanuaryformind.co.uk**](http://redjanuaryformind.co.uk)

**Download your calendar, posters and fundraising pack from**[**redtogether.co.uk/downlaods/**](http://redtogether.co.uk/downlaods/)

**Join the online RED community - @REDJanuaryUK on Instagram, Facebook and Twitter**

**If you’d like to go the extra mile to support RED January, please email**[**hannah@redtogether.co.uk**](mailto:hannah@redtogether.co.uk)