

# Press Release

## Epic challenge as Martyn goes on the run for Dementia UK



180 MILES, two feet and all in support of Dementia UK.

Martyn Houldsworth is planning to complete the equivalent of a marathon a day by running from his Ferndown home to Mawnan Smith in Cornwall.

His epic 'Bound4home' challenge began today (August 29) and included a visit to the Alderney site of Sembcorp Bournemouth Water (SBW).

Martyn, 32, works in SBW's Retail Services division and the company has sponsored the first stage and also donated prizes to a charity raffle.

The remaining six stages conclude with a final sprint finish from Penryn Rugby Club to Mawnan Smith on Saturday, September 6.

Martyn's parents, Eithna and John, live at Mawnan Smith and he studied at Penryn College.

So far almost £3,000 has been raised for Dementia UK which provides Admiral Nurses, mental health nurses who specialise in dementia care.

A website has been created - [www.bound4home.co.uk](http://www.bound4home.co.uk) - and the challenge has attracted sponsors and backing from a wide range of individuals and companies.

Martyn, who is married to Amy, said he had been training since February and was "very much up for the challenge" despite never having previously run long distances.

He added: "A close family member suffered from dementia a few years back and I remember how it changes people.

"I don't know where the idea of the run came from. It was just a thought and, before I knew it, I had organised - with a lot of help - running from where I live now in Ferndown to where I grew up in Cornwall."

Roger Harrington, Managing Director of Sembcorp Bournemouth Water, said the company was "pleased and proud" to support Martyn's fundraising efforts.

"Most of our employees, like Martyn, are part of our local community, and through them, we try to support as many good causes as possible, Dementia UK being an excellent example.

"If our people are willing to go to great lengths to support others, we make sure we support them," Mr Harrington added.

Hilda Hayo, Chief Admiral Nurse and Chief Executive Officer, said: "I would like to thank Martyn for taking on such a phenomenal challenge in support of Dementia UK.

"Everyday our Admiral Nurses support families who are finding it difficult to cope, need our advice and are struggling to come to terms with a loved one who has dementia.

"Thanks to exceptional efforts from people like Martyn, we are able to continue to support people who need our help the most. On behalf of Dementia UK, Admiral Nurses and the thousands of family carers we work with, I would like to wish Martyn the best of luck on his journey".

For details on how to donate to Martyn's challenge go to [www.bound4home.co.uk](http://www.bound4home.co.uk)

