

MEDIA PACK - OVERVIEW



GET BRITAIN STANDING

Get Britain Standing is a dynamic campaign to grow awareness and education of the multiple dangers of sedentary working / prolonged sitting [i.e. heart disease, diabetes (type 2) and cancer]. Country campaigns are running internationally in Australia, USA, Canada, Ireland, Europe, South Africa and New Zealand. Get Britain Standing is owned by Active Working CIC who jointly commissioned the first global Expert Statement and recommendations on standing time for office workers with Public Health England, published by the British Journal for Sports Medicine in 2015. We are a Community Interest Company (non-profit) registered in England

NATIONAL MEDIA

- TV**
BBC, BBC WORLD, ITV, CHANNEL 5, BRAZIL TV reaching 100m+ viewers
- Radio**
 - On Your Feet:* 47 broadcasts reaching 51m listeners
 - Expert Statement:* 32 broadcasts globally reaching 200m+ listeners

OFFICIAL SUPPORTERS

- Physios 27
- Osteos 21
- Chiropractors 7
- Exercise Professionals 5



ON YOUR FEET BRITAIN

- Annual workplace awareness day event, each April
- Event / Trademark owned by Get Britain Standing
- Run in partnership with the British Heart Foundation
- 500+ companies and 100,000 employees participated in OYFB 2015
- Event trended #3 on Twitter
- We expect participation to double in 2015

MEDIA AND PARTNERS



THE FACTS

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