

Immediate release

“REMEMBER THE POOR” RUN HIGHLIGHTS NEEDS OF THOSE IN DEBT

The founder of a charity helping people with spiralling debt problems across the UK is set to run 15 marathons in 15 consecutive days.

John Kirkby, 50, of Christians Against Poverty (CAP) will set off on Tuesday, November 8 to run five marathons in the UK followed by five in Australia and five in New Zealand.

As he runs, he will take with him the Bible-inspired message of “Remember the poor” which he believes has never been more relevant as the UK copes with the economic downturn.

“I’m doing this run to remind us all that no matter how bad things get for the majority of us, they are so much harder for people living with real poverty,” said John, who founded CAP 15 years ago after financial problems of his own.

“When you haven’t got a lot to start with, it takes very little to throw your finances into crisis and it is up to all of us to make sure that even when times are hard, we don’t give up helping those who struggle to achieve the most basic standard of living.”

The UK marathons take place in Edinburgh, Newcastle, Nottingham, London and then in Bradford, where CAP’s headquarters are based.

Multi-award winning charity Christians Against Poverty offers a uniquely in-depth and free debt counselling service delivered in the client’s home thanks to partnerships with local churches.

In the past 15 years, CAP has grown from one man with a £10 donation working from his bedroom office to a UK network of 190 debt help centres currently carrying £71m of clients’ secondary debts.

With more than a third of clients saying they felt suicidal over their debts, it can truly be said that CAP’s service is a life-saving one.

Check out more about John’s run and follow his progress at www.cap15.org

- Anyone needing debt help should call 0800 328 0006 or see www.capuk.org

Ends

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Notes to Journos:

John is more than happy to be interviewed about his endeavours! He will be available for media from 8am to 9am at each venue next week and before it all begins for anyone wanting pre-recorded interviews

- Tuesday, November 8 Edinburgh
- Wednesday, November 9 Newcastle
- Thursday, November 10 Nottingham
- Friday, November 11 London
- and 2pm (approx) at the end of his marathon in Bradford on Sat Nov 12.

For more contact:

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