



Club Mascot, Vinny the Viking, sneaks out of Emerald Headingley Stadium to promote the YCF's new 'Couch to 5K Challenge' on the streets of Headingley

Yorkshire Vikings mascot, Vinny the Viking, will be paying a special visit to the streets of Headingley this Thursday (6th December) to help promote the Yorkshire Cricket Foundation (YCF) 's new health campaign 'Couch to 5K Challenge'.

The Foundation are the official charity and community arm of Yorkshire County Cricket Club and do lots of great work across Yorkshire, under our 4 core themes; Education, Health & Wellbeing, Heritage and Participation.

Couch to 5K is an NHS health campaign which promotes a gradual increase in physical activity, in this case through a mix of walking and running, to reach an ultimate goal of being able to run a full 5K by the end. It is aimed at those not currently doing much physical activity or beginners wanting to learn to run.

The YCF are running a Couch to 5K *Challenge* starting in the New Year of 2019 to inspire people to start some form of physical activity or encourage those who are already doing it to keep going, set new goals, try new things and challenge themselves!

The Couch to 5K programme will be 10-weeks long, and 'run' alongside our social running club (the YCF Running Club, aptly known as the #RoseRunners in honour of the famous Yorkshire White Rose) and is completely FREE to take part. Starting on **Monday 7th January 2019 and continuing every Monday at 5.30pm for 10-weeks**, it will aim to promote all the same mental, physical and social benefits as our #RoseRunners by creating a fun, friendly, motivating and caring group environment to enjoy exercise in! There will be England Athletics trained Run Leaders guiding participants through the programme and supporting the group all the way through to the finish line! Whatsmore, participants will get a free t-shirt and a step-by-step booklet to guide them through the programme.

We asked Vinny the Viking his thoughts on leaving the ground and the Couch to 5K Challenge, he said:

"Well, the Cricket season is well and truly over and I've been cooped up a little so I'm really excited to be getting out and about. The Foundation do some fabulous work in the community and we are here to shout about it! I'll be sat on a blow-up blue couch so come take a selfie with me! Don't forget to share them with the YCF on twitter: @YCCC_YCF with #YCF CouchTo5K"

YORKSHIRE, YORKSHIRE, YORKSHIRE... See you Thursday folks.





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The Yorkshire Cricket Foundation (YCF)

The Yorkshire Cricket Foundation is the official charity and community arm of Yorkshire County Cricket Club. We are a registered charity that delivers community projects across the county. Using the power of cricket, the Foundation aims to make a lasting, positive impact on the lives of those living in Yorkshire.

All our work falls under our 4 core themes: Health & Wellbeing, Education, Participation and Heritage.

Contact

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