**County FA put pedal to the metal to raise funds for Sport in Mind**

This weekend, we’re joining clubs across the region and dedicating our fixture/s in support of World Mental Health Day to help raise awareness of the importance of mental health.

Ahead of World Mental Health Day on 10th October we’re also showing our support for our County FA, as the team at Berks & Bucks embark on a 12-hour cycle challenge to raise vital funds for Berkshire-based, national charity partner, Sport in Mind.

Each season, Berks & Bucks FA supports over 80,000 people of all ages and abilities to participate in football, and, with NHS England reporting that one in four adults and one in 10 children will experience mental illness, they understand the importance of acknowledging and supporting everyone’s relationship with their mental health and are keen to promote the benefits of physical activity.

Through fundraising activities such as this one, Berks & Bucks FA aim to support and promote the excellent work of Sport in Mind and the physical activity projects they deliver, supported by the NHS, to aid recovery, promote mental wellbeing, improve physical health, combat social isolation, and empower people to move their lives forward in a positive direction.

Liz Verrall, CEO at Berks & Bucks FA, said; “On World Mental Health day, we are supporting Sport in Mind by cycling 185 miles on a stationary bike, 185 is significant because it represents the number of lives lost to suicide across Berks & Bucks in 2021.

“This is not just about suicide, this about encouraging people to check in with just one friend or colleague, that conversation may make all the difference.  Berks & Bucks FA have an opportunity and a responsibility to use the power of our sport to reach as many people as possible with important health messages such as this.”

Every penny raised through this challenge (and others across the season) will go directly to Sport in Mind. To date, the charity has supported the recovery of over 15,000 people through their physical activity programmes, and the money raised will help support them to reach more people and provide more programmes for adults and children across our region and beyond.

Neil Harris, Sport in Mind CEO, said: “I am delighted to see clubs across our home region taking part and supporting the Berks & Bucks FA ahead of their challenge on Monday, World Mental Health Day, in aid of Sport in Mind.

“Your support helps raise awareness of the important role that sport, and physical activity can play in looking after our mental health, and the funds the challenge raises will enable Sport in Mind to transform the lives of more people struggling with their mental health through our sports and activity programmes. I am delighted that the Berks and Bucks F.A have chosen to support Sport in Mind and together we can really bring home the vital role sport and physical activity can play in improving the lives of people suffering with mental health problems, across this region and beyond. Thank you!”

To show your support for the County FA fundraising challenge and to donate to Sport in Mind, please visit: <https://www.justgiving.com/fundraising/bbfa-sim>

If you want to find out more about Sport in Mind, please visit [www.sportinmind.org](http://www.sportinmind.org) or follow @sportinmind on social media.