



# Active together for better mental health



[redtogether.co.uk](https://redtogether.co.uk)

# From a personal connection to a nationwide movement

Inspired by the powerful transformative effect that physical activity had on her mum's mental health, Hannah Beecham founded RED January.

RED January is empowering everyone, everywhere to get active every day during January, to 'beat the blues away.'

## Since 2016:

- 150,000 'REDers' have been active in January
- £2.7million+ raised for mental health charities

## In January 2020:

- RED inspired more people to move every day than finished the London Marathon in 2019
- 49,973 REDers were more active than usual
- 28,862 REDers improved their mental health

## January 2021:

Our 2021 campaign is up and running. We would love for you to join us and other clubs in getting active and raising funds for Sport in Mind, the mental health charity that uses sport to empower and improve peoples lives.









# **Thousands before you, millions with you, your nearest and dearest alongside you**

**RED January is COVID-19 safe and needed more than ever, especially when many will want to kick start their 2021 in a positive way.**

**RED's flexibility inspires activities in a way that respect COVID guidelines and at the same time enables you to be a part of a community of thousands!**





# Together let's kick start 2021 in a positive way!



## RED-y...

### Pre January

Provide an initiative to support you and your club at a time when they need it most

### During

Come together with a common goal to get active every day whilst raising funds for Sport in Mind

### After

Receive evidence of positive impact from the campaign

## ...SET...

Registration is live and free: [joinredjan.co.uk](https://joinredjan.co.uk)

We will share all the materials you need to get going:

- copy for internal communications
- RED Founder talk and Q&A
- copy and imagery for social channels and direct mail

## ...GO!

If you and your club would like to join, we would love to hear from you. Email [info@sportinmind.org](mailto:info@sportinmind.org)





# Thank you.

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[redjanuaryuk](https://www.redjanuaryuk.org)