

# NIKKI LOVE RUNS Across Australia

## Why?

- 52 year old Nikki Love wants to show that it's never too late and never too old to chase goals and dreams
- To inspire the next generation of primary school kids to chase their extraordinary and not to worry about time and distance but to fall in love with running (100 schools will participate in the virtual challenge)
- To raise money for Cornerstone, an organisation who work to rehouse homeless rough sleepers, getting them off the streets and then helping them to get off benefits. This is important to Nikki, as an owner of properties being used by Cornerstone and having seen first-hand the benefits



## What?

- Running from Perth to Sydney, a distance of approx. 4,000km
- Attempting to set a Guinness World record, which currently stands at 67 days (male). The fastest known time for a woman is 96 days
- The Running with Nikki schools' program will allow primary school children to run "with" Nikki across Australia, running a mile a day and recording their progress on a wall map

## How?

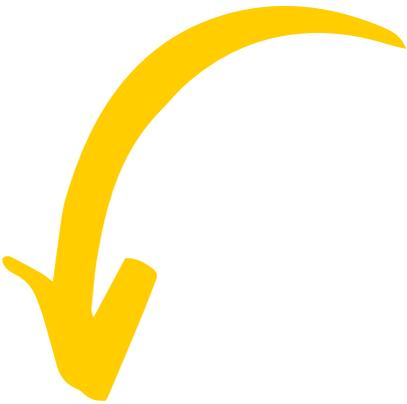
- Running approximately 63km a day, living out of a van and relying on the kindness of strangers when offered
- To fund the adventure, she will be selling her house and moving to live in a van. The adventure is estimated to cost £30,000
- Costs, such as flights, food etc., will be paid for by herself and with the support of key brands such as NRS, Go Faster Food, Kymira Sport, meaning all public donations will go to charity
- Schools participating in the Running with Nikki program will receive a support pack including wall map to record their progress, booklets for every pupil, and progress stickers
- Recording the entirety of the run on camera and tracking devices, as well as obtaining witness statements, to verify the record with Guinness

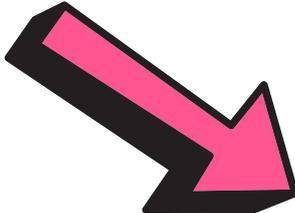
# How you can help?

- By supporting the adventure financially or materially with:
  - o Flights
  - o 4 berth Mobile Home (RV)
  - o Petrol
  - o Food
  - o Running kit
  - o Communication equipment
  - o Filming equipment
  - o Website support
  - o Transport – schools tour
  - o Insurance
  - o Social media management
  - o Marketing
- By contributing financially. Nikki is incredibly grateful that some brands have helped her reduce her outgoings by donating money or equipment (£2k raised so far thanks to NRS), and is looking for more companies to work with. All financial support is to be done through Pledgesport (via link at [www.nikkilove.co.uk](http://www.nikkilove.co.uk)) and will be used directly to fund the trip. All expenditure will be made available to allow for transparency and any surplus funds will be donated to the charity
- By donating to the charity via link at [www.nikkilove.co.uk](http://www.nikkilove.co.uk)

## Timeline

- 26 April – 13 May: Promoting the adventure and seeking support from companies
- 14 May: Schools booklet to printer
- 14 May – 14 June: Nikki targets 100 schools
- 14 June: UK school engagement programme launch (visits, posts, booklet drops)

- 
- 1 July: Nikki lands in Oz
  - 1 July – 1 August: Media tour and school visits (Geelong, Melbourne, Sydney & Perth)



**GO!**