

Flora Women's Mini Marathon – get fit and support ALONE on their 35th Anniversary

ALONE is calling on Dublin ladies to take part in the mini marathon, alongside Natalie Cox from “Operation Transformation”, on June 4th

Dublin, 12th April 2012 The deadline is fast approaching for registration for The Flora Women's Mini Marathon, the biggest all-women's event of its kind in the world. It has grown steadily in numbers since it began in 1983 with its popularity increasing significantly over the last few years. A record number of women, some 820,000, have competed in the race to date with over 40,000 women partaking in the event last year. This year the marathon will take place on Monday 4th June, and ALONE, the charity which supports older persons in need of assistance, are calling on ladies in Dublin to support them on the run. ALONE celebrate their 35th anniversary in 2012, and hope to encourage as many ladies as possible to support them at the Mini-Marathon to mark this milestone. During this anniversary year, the star of RTE's “Operation Transformation”, Natalie Cox has come on board to support the charity and take part in the run.

The event welcomes women of all ages. Participants representing every county and every walk of life take part in this great festival of women. No pressure is put on anyone as all the participants have to do is get fit enough to walk, jog or run the 10k. Everyone who finishes the race receives a commemorative medal and ribbon.

Terrific achievements have been made in the past from many individuals and groups who travelled from far and near to run for ALONE, for which the organisation is very grateful. They are inviting all previous participants as well as all new participants to join up with friends, colleagues and family, to support ALONE at the mini marathon in 2012.

Since 1977, ALONE has been providing various crucial supports for older persons in need of support. They help to vastly improve the quality of life of older people who use their services by providing a befriending service, crisis support in the community, and in some cases, housing for those at risk of homelessness. ALONE has over 150 volunteers and a small, dedicated staff who work to provide these services for those most at need. Through meeting the diverse needs of individuals, the organisation has learned how society can better serve the needs of older people in general. The charity provides permanent housing for over 100 older people at housing developments in Dublin.

Seán Moynihan, CEO of ALONE, encouraged participants by saying “We've always had people run on behalf of ALONE in this fantastic event. We're delighted to welcome new supporters on board, and we hope that those running in the Mini Marathon will consider ALONE when thinking of a charity to support. A greater awareness of the services that we provide for older persons at risk will really help us to get our message into the community. The demand for our services is constantly on the increase, so any support provided to us will help us provide our vital services to those most in need.

We're proud to have reached our 35th anniversary from small beginnings, and every lady who runs in the mini-marathon to support ALONE will be helping us to continue into our next 35 years."

He continued, "This is a great opportunity to have a fun day, take part in a really special event, and help those most in need at the same time."

Any participation would be a critical tool to raise awareness of the type of services that ALONE offers, and to bring that message directly to the heart of the community, so that it can be spread by word of mouth.

The charity has encountered a consistent increase in demand for their services in the last twelve months, and raising awareness of the issues faced by some older people at risk is key to the success of their work. ALONE does not receive any ongoing state funding, it is through the donations from members of the public that the organisation can carry out its essential activities. By taking part in the Mini Marathon in support of ALONE, participants will assist the charity to get its message across and raise funds for the charity's continuous work with older people in need of assistance in the community.

For more information on ALONE and their services call 01 679 1032.

ENDS