



# Kevin Sinfield 7 in 7 challenge

Raising awareness and money to support the MND  
community in the UK and Republic of Ireland

# Who we are?



In 2020, Kevin Sinfield led a team on the original 7 in 7 challenge to run 7 marathons in 7 days to support Rob Burrow and his family as well as the wider MND community



Since then, the annual challenge has raised over £10 million with five challenges.



The team are all volunteers and give up their time to support Kevin. We have been generously supported by a number of companies that have provided services to us that enables us to donate as much as possible to the MND causes.

# Who we support



- MND Association
- Leeds Hospitals Charity
- Irish MND Association
- MND Scotland
- My Name's Doddie Foundation
- Darby Rimmer MND Foundation



# Media Coverage

The annual challenge has received extensive coverage across traditional media and social media each year.

## 2024 Highlights

Feature every day for nine days on BBC Breakfast, with up to 5 million viewers each morning

1.1million impressions on X

## 2.3 million views on Facebook

865,000 reach on Facebook

1.4 million views on Instagram

254,000 reach on Instagram

Daily feature in The Mirror each day throughout the challenge

Stories syndicated across the Reach plc network with 100m social media followers

Coverage on TalkSport, BBC Radio Four, BBC Radio Two, BBC Radio Five Live, Sky Sports News, Sky News





# Media Coverage

**THE IRISH NEWS**  
TRUSTED SINCE 1891  
WEDNESDAY DECEMBER 4 2024    £1.50 (€1.80)

**Errigal history an inspiration says Canavan**  
P54

**Sinn Féin must now push for reunification**  
Brian Feeney  
P19



St Paul's chairperson Caroline McLoughlin and Connell Finnegan, son of the late Antrim star and MND fundraiser Anto Finnegan, present Rugby League great Kevin Sinfield, left, with St Paul's and MND jerseys yesterday at St Paul's GAA club on Shaw's Road. Full report and pictures P12  
PICTURE: SEANES LOUGHRAN

## Rugby legend Sinfield touches down at St Paul's as part of MND campaign that has raised over £15m

## Children escape in 'appalling' arson attack

CONOR COYLE  
c.coyle@irishnews.com

**A**n arson attack on a home in the Tiger's Bay area of north Belfast in which three children were among five people to escape has been branded "absolutely appalling".  
A family of five were inside their home when it went on fire during the arson attack late on Monday night.  
The attack took place on the house in the Glenora Link area between 11.55pm on Monday and 12.10am yesterday.  
The PSNI had received a report a short time before the fire that tyres had been slashed and three windows were smashed during the attack.  
KAT graffiti could also be seen

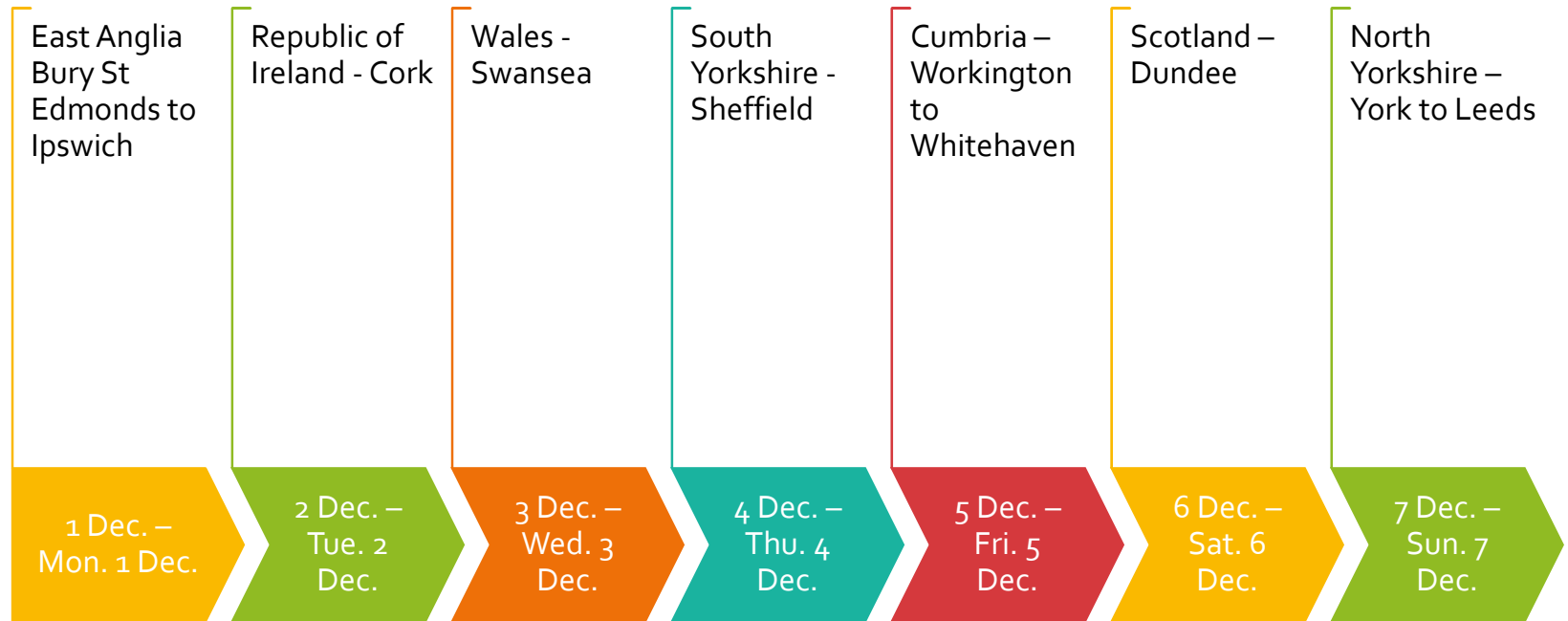
## Legacy body makes first arrest over



# 2025 7 in 7 Challenge

- The sixth and penultimate 7 in 7 Challenge will take place between 1st and 7<sup>th</sup> December 2025.
- Each day will involve Kevin and the team running an ultra marathon made up of a marathon and an 'Extra Mile' completed with members of the MND community and their supporters
- Each day will be split into 7km blocks that must be completed inside the hour before the team set off for the next block on the hour
- The Extra Mile events will see Kevin and the team joined by over a 100 members of the MND community to complete 4 laps of a running track
- The venue for each day has been chosen to take the challenge to parts of the UK and Republic of Ireland that are less visited by national challenge events to show the MND that they are not forgotten

# 2025 7 in 7 Challenge





# Official partner

There are 12 official partners for each year, who feature on Kevin Sinfield's running top and the support team.

Each logo is rotated across the week so every company receives top line prominence during the challenge

Official partners have access to imagery and footage from the challenge each day to use on their own social channels to show their association with the challenge

Two places per day to run alongside Kevin and the MND community at the Extra Mile event. This can be used by members of your team or as a promotional item for your company.

Logo to feature on official documentary

## Donation £20,000





# Support partner

There are opportunities for companies to support Kevin Sinfield and the team with logistical costs for the challenge.

This includes the opportunity sponsor hotel stays, travel costs and transport costs

The 7 in 7 team, who volunteer for the challenge, ensure that costs are kept to a minimum so that all monies donated online go direct to the charities supported to the challenge.

Minimum Donation £3,000





For further information  
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