

7 IN 7: THE GRAND FINALE

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



THE GRAND FINALE - 2026

- The 7th and final annual challenge to support the MND community across the UK and Republic of Ireland
- Starts on Sunday 27th September 2026 in Hull
- Running an Ultra Marathon every day for 7 days
- Visiting all 12 English Super League grounds
- Each day will include an Extra Mile event when Kevin is joined by members of the MND community
- Finish on the pitch at Old Trafford ahead of the Super League Grand Final
- Aiming to raise £777,7777

The logo for the MND Association, featuring the letters 'MND' in a large, bold, white sans-serif font. To the right of 'MND' is a circular graphic composed of white lines forming a stylized brain or a globe. Below 'MND' is the word 'Association' in a smaller, white, sans-serif font.

MND
Association

The logo for Leeds Hospitals Charity, set against a dark purple rectangular background. It features a white icon of a person with a heart shape above their head, and a yellow and blue stethoscope around their neck. To the right of the icon, the words 'Leeds Hospitals Charity' are written in a white, sans-serif font.

Leeds
Hospitals
Charity

Who we support

- MND Association
- Leeds Hospitals Charity
- Irish MND Association
- MND Scotland
- My Name's 5 Daddie Foundation
- Darby Rimmer MND Foundation

The logo for the Irish Motor Neurone Disease Association. It features the text 'Irish Motor Neurone Disease Association' in a green, sans-serif font. To the right of the text is a graphic of three stylized human figures in orange, green, and brown, connected by lines to form a network.

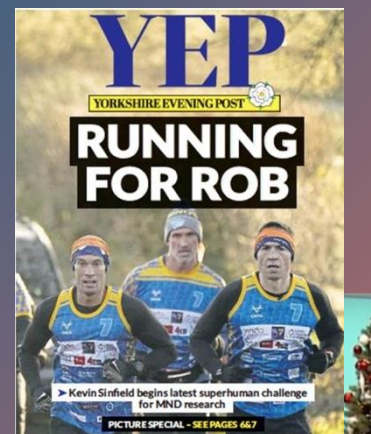
Irish
Motor
Neurone
Disease
Association

The logo for My Name's 5 Daddie Foundation. It features the text 'MY NAME'S DADDIE' in a large, bold, blue, sans-serif font, with 'FOUNDATION' in a smaller, blue, sans-serif font below it.

**MY
NAME'S
DADDIE**
FOUNDATION

The logo for MND Scotland. It features a stylized hand icon in blue and purple, with the text 'MND Scotland' in a blue, sans-serif font. Below 'MND Scotland' is the tagline 'Making time count' in a smaller, blue, sans-serif font.

**MND
Scotland**
Making time count



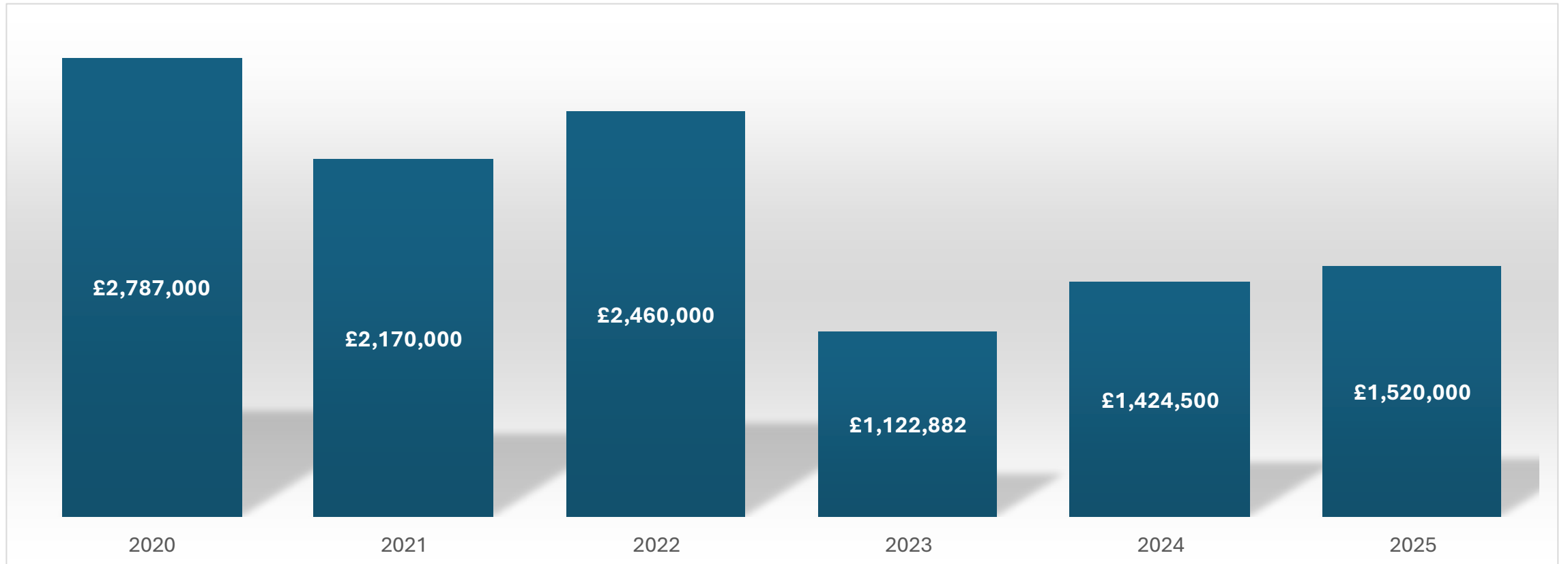
Media Coverage

- The annual challenge has received extensive coverage across traditional media and social media each year.
- **2025 Highlights**
- Feature every day for nine days on BBC Breakfast, with up to 6 million viewers each morning
- Coverage in 252 outlets across the week
- Total AVE £1M
- Total reach across all media 14.8 Billion
- Daily reach online 2.8 Billion
- Viral moment across TikTok and Meta viewed over 2M times
- Acknowledgements from the Prime Minister and HRH Prince of Wales
- Coverage on TalkSport, BBC Radio Four, BBC Radio Two, BBC Radio Five Live, Sky Sports News, Sky News

The story so far

- In 2020, Kevin Sinfield and five mates went for a run for a mate. After Sinfield's friend and former team mate Rob Burrow was diagnosed with MND, Sinfield ran 7 marathons in 7 days to raise money and awareness in the original **7 in 7 Challenge**.
- In 2021, Sinfield took on **The Extra Mile** running from Leicester to Leeds, 101 Miles in 24 hours to raise money and awareness for the MND Association.
- In 2022, Sinfield and the team ran from Murrayfield in Edinburgh to Old Trafford in Manchester in the **Ultra 7 in 7**, running over 40 miles a day for seven days and finishing on the pitch at half time in the Rugby League World Cup Final
- In 2023, the team embarked on the **7 in 7 in 7 Challenge**, tackling 7 ultra marathons in 7 days in 7 cities around the UK and Ireland with an extra mile each day with members of the MND community.
- 2024, saw the team **Running Home for Christmas**, completing 7 ultra marathons in 7 days in 7 different regions, starting and finishing with a Santa Dash.
- The penultimate challenge was called **7 in 7: Together** as the team headed to regions and cities that are often overlooked to show that no member of the MND community should be forgotten.

Over £11 Million raised for the MND community



2026 7 in 7: The Grand Finale



THE GRAND FINALE AT THE BETFRED SUPER LEAGUE GRAND FINAL AT OLD TRAFFORD IN FRONT OF A GLOBAL AUDIENCE



GRANDFINAL AUDIENCE

816K

WATCHED THE GRAND FINAL ON SKY SPORTS AND BBC SPORT

sky sports BBC SPORT

- 2ND MOST WATCHED GRAND FINAL ON SKY SPORTS OF ALL TIME
- HIGHEST AUDIENCE SHARE FOR GRAND FINAL ON RECORD
- GRAND FINAL WAS THE HIGHEST SKY SPORTS AUDIENCE OF THE SEASON

GRANDFINAL

68,853

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**



Daily partner

- Introduced in 2025, we are offering the opportunity for regional partners to feature their logo on the running top for one day.
- There are 3 official daily partners for each day, who feature on Kevin Sinfield's running top and the support team alongside the 12 official partners.
- 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
- One place 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 £5,000**



