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**For immediate release**

## **MILITARY CHARITY LAUNCHES 131 MILE SUPER CHALLENGE AND A TRIBUTE TO FALLEN BRITISH HERO**

Military charity **PROJECT 65** has created an incredible challenge event to raise vital funds for wounded armed forces personnel and bereaved families.

Titled the **FORCES MARCH**, the annual event is designed to be one of the most challenging and demanding events of its kind in the UK. Teams from Her Majesty's Armed Forces, Fire Service, Police Forces, Corporate teams, Civilians and disabled participants will be running or walking a total distance of 131 miles from Ilfracombe, North Devon to Bulford Camp, Wiltshire. The **FORCES MARCH** begins on Thursday 27<sup>th</sup> May and finishes on Monday 31<sup>st</sup> May.

Teams will compete the 5 marathons in 5 days challenge to win 'The Mark Hale Trophy', a prize for the outright winning team which is named after Captain Mark Hale of 2<sup>nd</sup> Btn The Rifles Regiment who was killed whilst trying to save the life of another soldier in Afghanistan in August 2009.

Captain Hale had led a team of 8 soldiers from 2 RIFLES in a rowing challenge to raise money for PROJECT 65 in June. His team rowed a total of 5800kms on rowing machines– the equivalent distance from Sangin, Afghanistan to Pegasus Bridge, Normandy to coincide with the charity's first major challenge event, THE RUN TO PEGASUS which finished on the 65<sup>th</sup> anniversary of D-Day, 6<sup>th</sup> June 2009 at the legendary bridge.

**Danny Greeno, Chairman of PROJECT 65** tells where the inspiration came from for the **FORCES MARCH**, "I first had the idea for the **FORCES MARCH** around 2 years ago. Our first challenge event, THE RUN TO PEGASUS was such an overwhelming success that we decided to try and create something even bigger. The **FORCES MARCH** fits perfectly with our ethos of uniting civilians with the military to promote the efficiency of the armed forces as well as presenting a very demanding challenge. The route takes in some of the UK's most spectacular scenery and if people really want to help raise money for our wounded heroes but are a little daunted by the prospect of covering 131 miles, they are welcome to just complete one or two stages of the march. We are extremely excited about the event and there is already huge interest. "

Entry details and additional information can be found at [www.forcesmarch.org.uk](http://www.forcesmarch.org.uk)

The money raised by PROJECT 65 will be divided between [The Royal British Legion](#), [BLESMA](#), [St Dunstan's](#), [RAF Benevolent Fund](#), [Army Benevolent Fund](#) and [Help for Heroes](#).

**ENDS**

**For further information or an interview with Danny Greeno:**

Please either contact:

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**Notes to Editors:**

**About Project 65**

Project 65 was established in 2007 to raise funds through challenge events for organisations which provide vital care and support to wounded armed forces personnel and their families.

Some of the funds raised from the charity's first challenge event, THE RUN TO PEGASUS were used to create a simple but lasting memorial to the men of the Coup de Main operation at Pegasus Bridge, Normandy. The memorial is now situated next to the original bridge and was unveiled by General Sir Richard Dannatt on 6<sup>th</sup> June 2009.