



CHELTENHAM'S HALF MARATHON ANNOUNCES TITLE SPONSOR: STILL MOVING MEDIA, CHELTENHAM BASED CINEMATOGRAPHY & PHOTOGRAPHY SPECIALISTS.

The organisers of the Cheltenham's Half Marathon are delighted to confirm cinematography & photography specialists, Still Moving Media as their title sponsor for the 2018 race, taking place on Sunday 30th September.

Still Moving Media are an experienced team of photographers and cinematographers based in Cheltenham, England. Established more than 10 years ago their client list boasts a number of high street and luxury brands including Rimmel London, Investec, Dubarry of Ireland, Raging Bull and Ruroc.

Founder of Still Moving Media, Spencer McPherson says, "We are delighted to be supporting Cheltenham's Half Marathon as title sponsor. We are always looking for new and innovative ways to get involved with our local community and this partnership will allow us to utilise our skills to work on a project that will benefit so many people within the town that we love, live and work.

We pride ourselves on our exceptional attention to detail and high impact imagery. From the moment we start preparing a shoot to the final export we make sure things are done right which is why we use the very best equipment. We are very excited to be bringing together all our expertise to help put this event on the map as one of the most loved Half Marathon events in the UK.

We wish those taking part in Cheltenham's Half Marathon every success."

Around 5000 people are expected to take part in this year's closed road race around the popular regency town, whilst thousands more will be lining the route to cheer their loved ones on along this 13.1m single lap circuit. Cheltenham's Half Marathon & Community Mile event is designed to provide the perfect platform to showcase businesses, charities and organisations from across the Gloucestershire region.

The organisers, Event Management Company Runjoy Ltd, headed up by double Olympic gold medallist James Cracknell OBE, were motivated to launch the company after learning about the impact of exercise on the health of a community.

Cracknell says, "Running is a big part of my life – the physical and emotional benefits of getting out in the fresh air and moving our bodies have been proven time and again. Non-Communicable diseases such as Type-2 Diabetes are having a huge impact on people across all communities.

"Regular exercise and a healthy lifestyle can help stave off these diseases but it's easier to train with a goal in mind. With the NHS under so much pressure, Runjoy want to do what we can to help individuals, but also our great country. We are immensely proud to be delivering Cheltenham's Half again in 2018 and we can't wait to do our bit to get the community active come September 30th."

Runjoy's Managing Director Charlie Beauchamp adds, "To host a Half Marathon event such as the Cheltenham's Half is no mean feat. It requires the generous support of a large number of individuals, businesses, organisations and charities to come together and offer their support. We are delighted to be joining forces with Still Moving Media as our 2018 title sponsors and are very much looking forward to shining a spotlight on this fantastic business, their skills and their services during our event."

Now in its sixth year, Cheltenham's Half Marathon sets off at 9.00am on Sunday 30th September 2018 from the iconic Racecourse before taking a stunning 13.1m route through the heart of the picturesque Cotswold town,

designed to show off its regency splendour.

Still Moving Media will be a central feature on race day, ready to capture every key moment of the event for all to see.

Information about the event can be found at www.cheltenhamhalf.co.uk and details and updates will be available via Facebook and Twitter using the handle; @cheltenhamhalf

Ends

Please direct any enquires to Liz Ruffles by emailing liz@runjoy.co.uk