



Finchley man hopes to bring smiles to poorly children with 100 mile ultra-marathon

Paul Weinreich from Finchley is attempting an incredible hundred mile ultra-marathon to raise funds for Starlight Children's Foundation, which grants wishes to seriously and terminally ill children and provides entertainment in hospitals and hospices across the UK.

Only a few years ago, Paul worked in a sedentary job and, by his own admission, was overweight and desperate to get in shape. In a bid to turn his life around, he decided to attempt a triathlon and, having successfully completed his first challenge, he hasn't looked back.

Paul, who is 31 years old, has now lost over four and a half stone and in 2010, having left his job, launched Full Focus Fitness to help spread his enthusiasm for health and fitness as a personal trainer. Last year, Paul completed three Ironman races and, keen for a new challenge, he is now training for a 100 mile race for Starlight.

Starting in Streatley, Berkshire at 10am on 24th November, the Winter 100 is open to a maximum of 100 entrants (all of whom must have previously completed a marathon to qualify). The race is a major endurance test for even the most experienced athlete and entrants must cross the finish line, within 30 hours.

Although his job as a personal trainer requires him to be very fit, the Winter 100 will require Paul to dig deep, pushing through physical and mental barriers and using every bit of energy he has. The added pressure of a 30 hour limit will mean that, even at the toughest points, Paul will have to keep going in order to cross the finish line within the allotted time.

There are currently seventeen seriously and terminally children awaiting Starlight wishes in North London and the money that Paul raises will help Starlight to make their dreams come true.

Paul said, "Running a 100 mile ultra-marathon has long been an ambition of mine and competing to help raise funds, for such an incredible cause, makes this race all the more important. Knowing that in a small way my run will help Starlight's work is what will spur me to pass that finish line, even when I'm enduring my toughest moments."

Paul has had support from two major sponsors - SRJ Accounting www.srjaccounting.com/ and Storm IT <http://www.storm-it.com/>. Both these North London businesses have made large donations to Starlight and provided Paul with invaluable support in his build up to the mega 100 mile challenge he faces at the end of November.

To sponsor Paul, please visit <http://uk.virginmoneygiving.com/fundraiser-web/fundraiser/showFundraiserPage.action?userUrl=PaulWeinreich&fald=171766&isTeam=false>.

Information

For more information, please contact Henny Vere Nicoll at henny@starlight.org.uk / 020 7262 2881 # 231.

About Starlight

Starlight grants once-in-a-lifetime wishes for seriously and terminally ill children, restoring the magic and fun of childhood and giving the whole family happy memories to share, whatever the future holds.

Starlight also creates entertainment in every hospital and hospice throughout the UK. Sick children go to Starlight parties, laugh their way through pantomimes, go out on Starlight Escapes, play games and watch films on the Starlight Fun Centre, and enjoy the toys and puzzles of the Starlight Distraction Box. Happy children respond better to treatment and Starlight helps children to forget about their illness and simply have a bit of fun.

To refer a child for a wish or to make a donation, please go online at www.starlight.org.uk. For every £1 you donate, over 93p goes towards helping Starlight's very ill children.

About Full Focus Fitness

For more information on Full Focus Fitness please visit: <http://www.fullfocusfitness.com/> or contact Paul Weinreich at paul@fullfocusfitness.com / 07738 098 112

Patron: HRH Princess Alexandra

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