



Dear Parents,

Welcome and thank you for your interest in The Daily Mile. Our campaign has one aim – to improve the mental and physical health of UK children by encouraging more schools to sign up for The Daily Mile.

The Daily Mile makes children fitter, healthier and happier, and has a positive impact on their behaviour and concentration levels. It is simple and effective, enabling every child, including those with special needs, to be active every day. It's completely free and simple for schools to introduce.

If you would like your child's school to consider doing The Daily Mile, please get in touch with them in the usual way. We can provide the help and support to get schools started and are excited to bring more schools into our Daily Mile community.

Please remember that schools are complex and busy places with many competing priorities. Any decisions regarding the school's curriculum and The Daily Mile will always be made by the headteacher with the best interests of the children in mind.

UK children are amongst the most overweight in Europe, and activity levels are worryingly low. Combine this with record levels of mental health issues in children and young people and it is clear that, as the adults responsible for the health of our nation's children, we must act now.

We can all help tackle this problem together. Please join the thousands of people worldwide who are already helping children to improve their health and wellbeing by supporting The Daily Mile.

Thousands of children are jogging or running with their classmates in the safety of their own playground. Everyone has fun taking part – it is not P.E. and it is not competitive – while building relationships, confidence and resilience. This can be summed up as Fun, Fresh air, Friends, Fitness and Focus – and the children enjoying a sense of Freedom.

If you have any questions, please call us on 0203 457 7797 or email us at [team@thedailymile.co.uk](mailto:team@thedailymile.co.uk).

Kind regards,

Elaine Wyllie MBE  
Founder of The Daily Mile

[www.TheDailyMile.co.uk](http://www.TheDailyMile.co.uk)  
[www.TheDailyMile.cymru](http://www.TheDailyMile.cymru)  
[www.TheDailyMile.scot](http://www.TheDailyMile.scot)

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