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Press release

Regeneration gets a sporting chance in Pennine Lancashire

A new economic development company charged with improving the image of Pennine Lancashire has successfully brought a prestigious charity run to the area.

Announced this week by former Olympic athlete Steve Cram MBE, the inaugural Jane Tomlinson's Pennine Lancashire 10K will take place in Blackburn on 11 July, and hopes to attract 5,000 participants.

Max Steinberg is Chief Executive of Regenerate Pennine Lancashire, which has taken over the Elevate housing market renewal programme. He said: "We employed music mogul Anthony H. Wilson and his partner Yvette Livesey to come up with a radical programme of social and cultural projects to underpin physical regeneration, and Yvette is still working with us. It was her idea to invite the Jane Tomlinson's 10K to Pennine Lancashire, and runners are being encouraged to join 'Tony's Team' to raise money for The Christie, the hospital where he was cared for.

"Like Anthony, Jane sadly died of cancer in 2007, and the Run For All charity which is organising the Pennine Lancashire event is her fundraising legacy.

"We and the local councils are supporting the run because we feel it will benefit the area and involve and inspire local people."

Photo caption:

From the left:

Councillor Michael Lee, Leader, Blackburn with Darwen Borough Council
Steve Cram

Graham Burgess, Chief Executive, Blackburn with Darwen Borough Council

Mike Tomlinson, Run For All

Max Steinberg, Chief Executive, Regenerate Pennine Lancashire

Notes to Editors:

The Pennine Lancashire 10K will be based on the same principles as all Run For All events – a not for profit, community event which encourages people of all abilities to take part and raise money for whatever cause is important to them. The Jane Tomlinson Appeal, which supports children's and cancer charities, will also have a number of national and local partner charities which will share profits from the Pennine Lancashire 10K: The Christie, COCO, Derian House and East Lancashire, Pendle and Rossendale hospices.

Regenerate Pennine Lancashire – company background

Regenerate Pennine Lancashire is a new economic development company, designed to help increase prosperity and life choices for people living and working in Pennine Lancashire and to attract in others to work, live or visit. It will deliver major developments on behalf of local authorities, and continue the Housing Market Renewal (HMR) work initiated by Elevate. It has responsibility for delivering the No Limits LEGI scheme which supports new and existing businesses. It also has the remit to improve the image of Pennine Lancashire.

Regenerate is owned by the seven Pennine Lancashire local authorities: Lancashire County Council and the borough councils of Blackburn with Darwen, Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

For more information about Regenerate Pennine Lancashire, contact Rachael Farricker on 01254 304568.