



Dear PhotoPLOD Captain,

## The 2010 FOCUS ON IMAGING PHOTOPLOD

Action Medical Research wishes you and your team a very happy New Year!

Christmas is over for another year and there's a strong chance you will have over-indulged in one way or another over the festive period so what better time to kick-start your PhotoPLOD training! Just donning your walking boots and stomping up the nearest hill and back will ease those thighs into the regime they can expect in the lead up to the extreme challenge you'll face on the South Downs Way!



Many people make getting involved with a charity one of their New Year's resolutions but you've already done that! So why not capitalise on your friends good will and ask them to get your fundraising started early – that £1,000 team target will be reached, and exceeded, in no time!



For more ideas on how to make those funds come pouring in and for help on fundraising visit our website [www.action.org.uk](http://www.action.org.uk) or check out our [Fundraising Guide](#) which has plenty of top tips on how to achieve your fundraising goal ahead of the PhotoPLOD in June.

Don't forget you can find out all about the PhotoPLOD in our [Information Pack](#).



We are very kindly supported by FOCUS ON IMAGING, Europe's biggest annual photographic show. Every year we have a stand at the Show to promote the PhotoPLOD and the charity, this year we will be there 7th – 10th March 2010. If you or your team mates, would like to come along and help on the stand, chat about your experience, and motivate others to join the PhotoPLOD, please contact [leighbeth@action.org.uk](mailto:leighbeth@action.org.uk); we can offer you free passes to the Show and it's a great opportunity to tell others about this fantastic event!

We would be really grateful if you could please forward this on to your fellow PhotoPLOD team members – it's your job as Captain to be our point of contact for your team and to inspire and motivate them so you that you become a lean, mean walking machine on the 4th June!

We're always here to help so if you have any questions that aren't answered on our [Frequently Asked Questions](#)

page, then just email us; [achanner@action.org.uk](mailto:achanner@action.org.uk).

Happy walking!

The PhotoPLOD Team  
Action Medical Research

Action Medical Research is one of the country's leading medical research charities specialising in children's health. For nearly 60 years we have been funding pioneering research into a wide range of illnesses and conditions. By pushing back the boundaries of science and helping to develop breakthroughs such as the UK polio vaccine and ultrasound scanning in pregnancy, we play a crucial role in fighting disease and alleviating disability to improve the health and quality of life for children and their families across the UK.

Action Medical Research is a registered charity in England & Wales (208701) and in Scotland (SC039284).

