

Virgin London Marathon 2010

Double success for a pair of marathon men



Jim Nicholson and James Allen share more than a first name. Both have a passion for running and both turned their passion into active support for Traidcraft by running the Virgin London Marathon.

Jim, 40, came up with a great idea for meeting his sponsorship target.

A learning support assistant at Ince CE Primary School, Jim invited the children, aged from four to 11, to get involved in his marathon challenge by completing sponsored runs of 100 metres – and Jim was there to cheer them on, wearing his bright banana costume.

"A sponsored relay marathon is a fantastic way for the children to experience the excitement of the London Marathon and raise awareness about fair trade and trade justice," said Jim, whose magnificent efforts raised more than £3000!

A huge thank you to Jim, the parents, teachers and children at Ince CE Junior and infant school and to everyone who has supported him!

James' family have been supporting Traidcraft and campaigning for trade justice for over 10 years and he signed up to run for Traidcraft for two very personal reasons.

Tragically, his younger sister, Stephanie, also a Traidcraft supporter, died while working on an ecological project in South America in 2007. Since then, James has supported Traidcraft wherever possible in her memory.

Secondly, as a keen runner and a previous Traidcraft fundraiser in the Great Manchester Run, James recognised a fantastic opportunity to achieve a major personal goal.

"I've always enjoyed running, but had never done more than 10 miles before I started my training," he said. "However, the chance to make a really positive contribution to Traidcraft was a great motivator."

And it paid off. "The experience before, on the day and subsequently has been fantastic, despite the sore legs!"

And, as a marketing professional himself, James wasn't averse to more unusual stunts to promote the cause!

In the last few weeks of fundraising James grew a beard to prompt people he met to ask: 'Why?' – giving him the perfect opportunity to tell them about the marathon and reach for the sponsor form!

