Louise’s in memory marathon to aid two Yorkshire charities

Thursday 5 August, 2021

59-year-old Louise Martin has challenged herself to complete the Virgin Money Virtual London Marathon on 3 October to support the charities close to her heart: the British Tinnitus Association, based in Sheffield and York ICU – York Teaching Hospital Charity. Louise shared: “I am dedicating this marathon to my brother Paul Moore, whom we lost last year, far too early due to sudden unexpected illness. I am fundraising for two of the causes closest to my heart.” Prior to his untimely death, Paul lived in Helmsley, North Yorkshire.

Louise has lived with tinnitus for four years now, a debilitating condition that affects around 591,000 adults in the Yorkshire and Humber region alone, and 1 in 8 people nationally. She shared: “In 2017, tinnitus hit me like a tonne of bricks right out of the blue. It devastated me both emotionally and physically. Before this, I had no idea how debilitating the effects of tinnitus could be. But they were for me and still are for many. Oddly enough, it is a very common condition but gets little attention and no direct government funding. I cope much better these days and in fact now volunteer for the BTA to help others through tough times. I want to raise funds towards a cure for tinnitus and support them in their crucial work.”

Not only is Louise dedicating time to volunteer and fundraise for the British Tinnitus Association, but she will be raising funds for the NHS service that supported her family through the most difficult time. She shared: “I want to raise funds to thank the NHS, specifically York Hospital ICU, where my brother sadly passed away after suddenly becoming seriously ill. The ICU at NHS York hospital looked after Paul with the utmost care and compassion during a very difficult time for the NHS whilst simultaneously dealing with Covid-19 and other serious conditions. They looked after our family with great sensitivity and respect during the four weeks that Paul struggled to hold onto his life. Our whole family thanks them from all our hearts.”

Louise will be joining the other 49,999 participants around the world on 3 October as she completes the virtual marathon event by walking 26.2 miles in memory of her brother Paul Moore. She is hoping that her mammoth fundraising challenge will support the NHS and raise vital funds to make sure the British Tinnitus Association can fund future tinnitus research, to ultimately find a cure, and people can access the support they need now.

The BTA’s Fundraising Officer Jess Pollard commented “I think it’s incredible that Louise has dedicated this challenge to her brother Paul and will be raising funds for the tinnitus community and York Hospital at the same time. We’re all rooting for her and wish her the best of luck in her fundraising challenge.”

Please help Louise reach her fundraising goal by donating online at uk.virginmoneygiving.com/LouMartin59, or email fundraising@tinnitus.org.uk take part in your own challenge.

- Ends -

For more information

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Editors Notes

About the British Tinnitus Association

The British Tinnitus Association is an independent charity and the primary source of information for people with tinnitus. It helps to facilitate an improved quality of life for people with tinnitus through a range of support options including support groups, a helpline and its website, while also taking steps to bring forward the day when tinnitus is cured. The charity works to inform and educate medical professionals and the community on what tinnitus is and how to manage it. The British Tinnitus Association wants “a

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world where no one suffers from tinnitus". It wants to find better ways to manage tinnitus and, ultimately, to help find a cure. In 2020, the publication of its Tinnitus Manifesto led to more than 120,000 people signing a petition for more funding for tinnitus research to find cures.

Website: www.tinnitus.org.uk

Twitter: @BritishTinnitus

Facebook and Instagram: @BritishTinnitusAssociation

LinkedIn: British Tinnitus Association

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The British Tinnitus Association is a registered charity. Registered charity number 1011145.

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