Teacher smashes marathon target for tinnitus charity

Tuesday 20 October, 2020

James Cameron-Lyle, a 45-year-old dad-of-three from Selkirk, completed his first marathon, running the Virtual London Marathon in The Haining in aid of the British Tinnitus Association (BTA), smashing his fundraising target in the process.

At the start of 2020, James's eldest son Ewan sustained a concussion injury which left him with a collection of symptoms, including tinnitus. Ewan now mostly hears a sharp metallic sound in his ears 24/7 and experiences slight hearing loss. For Ewan tinnitus is not intermittent – it is a constant feature of his day to day life.

James got in touch with the British Tinnitus Association (BTA) fundraising team back in August. He was keen to complete the virtual London Marathon to raise awareness and funds, as his 14-year-old son was continuing to receive support from the BTA in coming to terms with his tinnitus.

James shared, "As a family we have been taken aback by just how many people live with the symptoms of tinnitus, and how different it can be for everyone. With the help of the BTA's positivity, commitment and expert knowledge, Ewan is working hard to get to know these new and disruptive elements in his life."

The Cameron-Lyle family were motivated to make this challenge a success and went above and beyond in their preparations and on Sunday 4 October, Ewan joined his dad by cycling most of the duration on his moving bike, as well as some time on his stationary bike. Gethin (age 11) and Finley (age 8) also completed some laps too – as did some local children. There was a real sense of community on the day.

Beth, Ewan's mum, said, "We definitely felt the force of our community. James' knee became sore at lap 8/26, a local running coach came to donate and ended up coaching James through the last 8 miles."

Before the event James set his target: "As it's my first marathon, and given my age, I'm going down the slow and steady route ... I'm aiming for a time of around four-and-a-half to five hours." To say that he had an injury on his eighth lap, he did an amazing job in finishing the marathon in 5 hours 24 minutes, along with Ewan.

Beth commented "Today was about family and community. The support was palpable – and so many tinnitus experiences from so many people. This is what is was about for us: raising funds for a fab charity and raising awareness for this crappy condition"

She added, "There's so many people to thank, but a special mention has to go to the Trustees of The Haining for their support in setting up the marquee and bunting; The Southern Reporter, our local paper for sharing our story online and in print; to Alan Skeldon, the local running coach that supported James to finish, and everyone that cheered them!"

BTA Fundraising Officer Jess Pollard commented, "As a charity, we are so grateful to the Cameron-Lyle family for sharing their story, raising awareness within their local community and online and raising an incredible £1565 so far, smashing their original target of £1,150. Thank you James, Ewan, Beth, Gethin and Finley – what a dream team!"

You can still support them by donating at justgiving.com/fundraising/teamjcl4bta, or visit tinnitus.org.uk/fundraise-for-us to take part in your own fundraising challenge.

- Ends -

Press contact

Nic Wray, Communications Manager

nic@tinnitus.org.uk

0114 250 9933

Editors Notes

Media:







Related Sectors:

Charities & non-profits :: Health ::

Related Keywords:

Tinnitus :: Fundraising :: Marathon :: London Marathon :: Virtual Marathon :: BTA :: Selkirk :: Borders :: British Tinnitus Association ::

Scan Me:

- The British Tinnitus Association (BTA) is an independent charity that supports over one million people living with tinnitus each year, and advises medical professionals around the world. It is the primary source of support and information for people with tinnitus in the UK.
- Tinnitus is the sensation of hearing noises in your ear or head when there is no external cause. The noise can have virtually any quality including ringing, buzzing, hissing and whistling.
- Around 1 in 3 people will experience tinnitus at some point in their life. Over 7.1 million adults in the UK are living with persistent tinnitus, and for 10% of them, it can severely impact their quality of life, affecting sleep, mood, concentration, employment and relationships.
- There is not currently a cure for tinnitus, however, there are several strategies that can be helpful in learning to manage the condition.
- Tinnitus costs the NHS £750 million annually, with a cost to society of £2.7 billion per year.

www.tinnitus.org.uk

Twitter: @BritishTinnitus

Facebook and Instagram: @BritishTinnitusAssociation

LinkedIn: British Tinnitus Association

British Tinnitus Association, Ground Floor Unit 5 Acorn Business Park, Woodseats Close, Sheffield, United Kingdom S8 0TB. The British Tinnitus Association is a registered charity. Registered charity number 1011145

Company Contact:

Tinnitus UK

T. 0114 250 9933
E. nic@tinnitus.org.uk
W. https://www.tinnitus.org.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.bta.pressat.co.uk