

NEWS RELEASE



The Daily Mile™ announced as the official school education fitness program supporter of the World Athletics Championships Oregon22

- The Daily Mile, supported by INEOS, has today been announced as the official school education fitness program supporter of the World Athletics Championships Oregon22.
- The Daily Mile is an initiative started in Scotland where children run for fifteen minutes every day, improving the health and wellbeing of millions of children.
- Over 3 million children around the world are already taking part and now The Daily Mile is coming to the USA, with Oregon leading the way.
- Kate Brown, Governor of Oregon, says: “I am delighted to hear that The Daily Mile and the World Wide Welcome Youth Relay are partnering to maximize youth engagement opportunities for the World Athletics Championships Oregon22 and beyond. The programs bring people together as part of a global movement while improving health and wellbeing. I encourage educators and youth group leaders across the state to explore these programs with their students and kids.”

The Daily Mile, supported by INEOS, has today been announced as the official school education fitness program supporter of the World Athletics Championships Oregon22, promoting the positive benefits that daily activity has on physical, mental and social health in school.

The partnership aims to increase awareness of The Daily Mile in schools - a transformative, free initiative where children run, jog wheel or walk for fifteen minutes every day, in which time, most people will average a mile or more - and encourage elementary schools in Oregon, America and the rest of the world to take part.

Since The Daily Mile was started by former elementary school Principal, Elaine Wyllie, in Stirling, Scotland just ten years ago, the initiative has improved the health and wellbeing of millions of children. Children and their teachers engage in the mile together, getting healthier while building relationships that result in better classroom management and academic performance. Today over 3 million children across 14,000 schools globally are now running a mile a day and now The Daily Mile is coming to the USA. And Oregon is leading the way.

On Friday, April 8, kids in Portland ran The Daily Mile for the first time as part of the World Wide Welcome Youth Relay, the youth engagement program created by the local organizing committee of the World Athletics Championships Oregon22 to celebrate the 100-day countdown to the start of the Championships. The World Athletics Championships are coming to the United States for the first time, 15 July–24 July 2022.

Elaine Wyllie, Founder of The Daily Mile, says: “Working with the World Athletics Championships Oregon22, we hope to encourage children in Oregon, the rest of the U.S. and

across the world to take part in The Daily Mile - a simple, free and effective way to improve wellbeing.”

Sir Jim Ratcliffe, Founder & CEO of INEOS, adds: “We know that the positive experiences we have at a young age shape habits for life- which is why it’s so key to help young children enjoy getting active daily. Running is the simplest, most natural exercise you can do, it’s fun and social, and it helps to teach the basics of a healthy lifestyle. As childhood becomes more sedentary than ever, we’re proud that The Daily Mile has helped over 3 million children get up and running- and is inspiring their families too.”

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Media Contacts

Andrew McLachlan	andrew@mediazoo.tv	447931377162
Katy Thompson	katy.thompson@mediazoo.t	447872927359
Eve Debbage	eve.debbage@mediazoo.tv	447713336937
Richard Longden	Richard.longden@ineos.com	41216277063
Ursula Heath	Ursula.heath@ineos.com	447979507612

Program contacts

John Mayock	John.Mayock@ineos.com	447702777038
Kathryn Shuler	Kathryn.Shuler@ineos.com	012815356634
Sara Cassells	Sara.Cassells@ineos.com	012815354361

Notes to Editors

About The Daily Mile

[The Daily Mile](#) was first developed by Elaine Wyllie MBE when she was the Principal of St Ninian’s Primary School in Stirling, Scotland in February 2012. Since 2016, The Daily Mile Foundation has been supported by INEOS, which has enabled the free initiative to grow globally helping millions of kids to get active every day.

The initiative is simple – but can be transformational to children’s health and wellbeing. It involves classes heading outside to jog or run around the school grounds for 15-minutes every day, at whatever pace suits the child best. It gets children active with their friends and teachers and refreshed for further learning. The Daily Mile is free, simple and effective and fits in the school day easily.

Though named “The Daily Mile” (as children tend to average running a mile in the 15-minutes), the distance isn’t compulsory, and the ethos of the scheme is of inclusivity, enjoyment, and self-improvement over time. The Daily Mile is intended to help all children, no matter their age, ability or personal circumstances, enjoy getting active every day – getting fitter and healthier now, but also developing healthy habits for a lifetime.