Medley swimmers set record on Lake Windermere

Swimming to raise funds for the Rainbows Children's and Young People's Hospice in Loughborough, Dr. Julie Beattie has NED and her team of swimmers have completed another record swim - this time swimming a two way medley relay of England's largest lake, Windermere.

The total distance covered was 21 miles and each swimmer swam for an hour each in rotation until completion of the swim. This latest record adds to Julie's string of swimming achievements, her most recent one being her Butterfly Manhattan swim in 2011 (28.5 miles) which she completed in 9 hours and 28 minutes. In 2002, Julie smashed the world record for swimming the English Channel by over nine hours, her time being a superfast 14 hours 18 minutes.

Julie has raised an immense amount for charities over the years including Rainbows Children's Hospice. The Windermere Medley relay is a warm-up for Julie's next Butterfly World Record attempt on the River Nadder in August 2013. SGB

D3O launches a brand new range of footwear cushioning materials

D3O, the British smart materials specialist, has developed a brand new range of cushioning materials specifically for footwear applications including athletic, industrial and military markets launching in July 2013.

D3O is an impact protection solutions company that sells and licenses a range of patented smart materials. Their team of chemists and materials scientists has engineered a range of new materials to bring rate-sensitivity and cushioning performance to the footwear marketplace and now offers a responsive solution that absorbs shock, improves energy return, reduces injury, and provides long-term comfort.

Improved impact protection in footwear such as the midsoles has been linked to a reduction in lower limb injuries and D3O's new heel-to-toe shock absorption range is said to help reduce the impact trauma that commonly causes knee and hip injuries.

D3O markers a patented technology used to manufacture high performance, lightweight, soft and flexible materials with high shock absorbing properties. The raw material is strain rate sensitive. This technology is used to produce shock absorbing materials which can be found in a range of products across the motorcycle, sport, footwear, electronics, military and workwear sectors. SGB

David Lloyd Leisure unveils new drive to get children playing tennis

David Lloyd Leisure has unveiled a major nationwide campaign to encourage more children to take up tennis following Andy Murray's historic win at Wimbledon.

With nearly half the total number of indoor courts in the country and the world's largest tennis coaching team, David Lloyd Leisure hosted a family festival of tennis in its resorts. The club also opened its doors to everyone on July 13 and 14 and plans to launch an ambitious outreach project to take its tennis expertise to schools in the community.

It already reports a six per cent rise in the second quarter of this year of youngsters playing tennis and involved in its Tennis All Stars exclusive junior coaching programme, including some of the most talented junior players in Europe.

Throughout the Wimbledon period, David Lloyd Leisure has opened its doors to everyone wanting to try tennis by giving away a free tennis day pass, which it will continue until the end of July. SGB