

## Medley swimmers set record on Lake Windermere

Swimming to raise funds for the Rainbows Children's and Young Peoples Hospice in Loughborough, Dr. Julie Bradshaw MBE 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 admirable 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 Humber in August 2013. **SCB**



## D30 launches a brand new range of footwear cushioning materials

**D30, 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.**

D30 is an impact protection solutions company that sells and licenses a range of patented smart materials. Their team of chemists and material 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 D30's new heel-to-toe shock absorption range is said to help reduce the impact trauma that commonly causes knee and hip injuries.

D30 markets 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. **SCB**

## 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 racquets clubs open 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 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. **SCB**

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