



CELEBRITY CHILDREN'S TELEVISION PRESENTER JAMIE RICKERS TO SUPPORT NACC'S "IT'S A KNOCKOUT" FAMILY FUN FOR ALL



Wacky children's television presenter, **Jamie Rickers**, will be taking over the proceedings for the children's games on **Sunday 25 July 2010**, when teams from across Hertfordshire will be rising to the challenge in "It's a Knockout", raising money and awareness for local based national charity, **NACC** (National Association for Colitis & Crohn's Disease) and other charities.

Jamie is a familiar face from ITV, having presented children's favourites such as Toonattik and Prove It for the past five years.

Bringing with him his enthusiastic love for fun, children will be delighted to see him participate in this colourful event when he provides the commentary for a special knockout event for teams of children aged between 6 and 14 years old.

NACC is encouraging local children's sports and youth clubs, families and friends, to enter groups of up to six children per team for a donation of £5 per child. Children are also encouraged to raise sponsorship in aid of NACC if they wish.

The adult teams are made up from local businesses and other charities. They will compete in the morning and the afternoon, with children's knockout games held in between.

Many adult teams have already confirmed their participation but there are a few spaces remaining for companies who are looking for the perfect "team building" opportunity. No training is required and extra points can be scored by those teams who bring cheerleaders or wear fancy dress costumes.

Promising a perfect way to kick start the summer holidays, with penguin races, bubble pits, slippery slides and inflatables, **It's A Knockout will be held at the Old Albanian Sports Club, Woollam Playing Fields, 160 Harpenden Road, St Albans from 11.30am to 4pm.**

Open to the general public on the day, spectators, cheerleaders, supporters and families with younger children will be able to enjoy the excitement of the games and other activities such as bouncy castles, face painting, side stalls, BBQ and refreshments. An event not to be missed, entry for spectators is only £3 per adult with free entry for OAPs, the disabled and children under 16 (must be accompanied by an adult).

Colitis and Crohns are bowel conditions that can strike anyone at any age, although teenagers and young adults are most at risk. There is no known cure and symptoms last a lifetime. The

conditions are painful, exhausting and unpredictable and can have a devastating impact on daily life. They affect 1 in 250 people in the UK.

For further information on registering a team of adults or a group of children, please contact Anna Rowntree at Cerco Communications 01727 847407 or email anna@cercocommunications.com

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NOTES FOR EDITORS

Colitis and Crohn's are inflammatory bowel diseases (IBD) that last a lifetime and for which there is no known cure. They can strike at any age but children and young people are most at risk.

Nearly a quarter of a million people in the UK suffer with these painful, exhausting and unpredictable conditions, symptoms of which include diarrhoea, bleeding, severe pain and fatigue, inflamed joints, eye and skin problems. The impact these have on education, work, social and family life can be devastating.

The National Association for Colitis and Crohn's Disease (NACC), shortly to become Crohn's and Colitis UK (NACC), is the major UK charity providing information and support to those affected. NACC also raises awareness of their needs, campaigns for better healthcare and funds vital research.

Ongoing fund raising is vital to the charity to enable them to continue their work. Runs, walks, challenges and special events are just some of the ways in which money is raised. The "It's a Knockout" event is the first to be held in Hertfordshire where the charity's headquarters are located.

NACC's CEO Richard Driscoll is Hertfordshire **Business Person of the Year 2010**.

For further information on NACC or the It's A Knockout event, please contact:

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