

# Hibs to be associated with Men's 10k



Hibs have announced that they will be associated with Men's 10K – a running event set up to help promote and encourage healthier lifestyles in men.

Men's 10K first started in Glasgow in 2006 and since then it has become a popular event on the running event calendar for people throughout Scotland. Since the first race, over 4,000 men have taken part in the run, with it making a positive impact on the lives of more than 30,000 men.

The Edinburgh event takes place on Sunday 1st November and Annette Drummond, Marketing Director, believes it is a fantastic opportunity to make a contribution to changing the health of men in Scotland.

Annette said: "The life expectancy of men in Scotland is the lowest in Europe, and worryingly is three years less than in England and Wales. Mental health problems are also a significant issue amongst men, with almost three out of four suicides in the age category of 18 to 34 in Scotland being men. This has to change.

"The Men's 10K plays such an important role in Scotland, inspiring thousands of men of all ages and abilities to get that little bit fitter. Running a 10K is a great challenge for anyone, whether they are just starting out or already take part in regular sport.

"The benefits of exercise are universally accepted, but in the UK, we quite simply don't do enough of it. So we say to Scotland's men stop saying "I could", "maybe" and "I might" – take control of your life and create some positive change!"

There will be flyers left around Easter Road Stadium on Saturday ahead of the fixture against St Mirren and information will also be available on our LED advertising boards