

Blue Gym

“Share the Smile” is a new national campaign from the Blue Gym. The Blue Gym is an exciting new initiative that will help connect people to the water environment. Even if you just walk next to or gaze at the water for relaxation, you’re in the Blue Gym. It is a project for all water users from complete beginners through to experts. Remember the best sailor, swimmer, surfer or rock pool rambler is the one having the most fun!

Being in and around the natural environment helps people by:

- Reducing stress levels
- Increasing physical activity which makes you fitter
- Strengthens communities
- Links and binds us to the natural environment

Blue Gym Maptastic

We’re also launching Blue Gym Maptastic in 2010 to provide a one stop shop window for anyone wanting an initial idea on where they can go to in the UK to enjoy the Blue Gym, with local events, clubs, launch points and other information to help anyone take advantage of our wonderful blue inland and coastal resources.

Be Safe in the Blue Gym

The Blue Gym is an amazing resource but obviously it can be dangerous under certain conditions. Take care! For general information on beach safety check out the RNLI website www.rnli.org.uk and if trying out a new sport or activity, link with a local club or activity provider.

The Blue Gym is a Peninsula Medical School Initiative in partnership with the Environment Agency and Natural England and supported by the Department of Health.

“Please ‘register your share the smile experience’, share your stories and photos, or videos to help us inspire others.”

DONATE NOW!

Join the movement at

www.bluegym.org.uk

Email: info@bluegym.org.uk

Being in or around water puts a smile on your face!



“Share the Smile” is a new national campaign from the Blue Gym that encourages people to share their love of the water environment with other people!

1. Your smile!

Whether you sail, row, kayak, surf, swim or just enjoy being in or around the sea, rivers, beaches and lakes you will already know the joy it brings and the benefits to both your physical and mental well being...how being in the Blue Gym puts a smile on your face and a good feeling in your mind and body. We're asking you to help "share that smile".



**JUMP IN!
THE WATER'S
GREAT!**

2. Share your smile!

We're asking you to share your experiences by taking a friend, a colleague or a member of your own family along with you. Give them a taste of that good feeling.

One of the best things in life is sharing a great experience and seeing someone you know get that understanding of what a great place the water environment is ...priceless...you've probably just helped change someone's life for the better. And remember someone probably did it for you!

3. Valuing it!

After you've shared your smile, if your friend, family or colleague have enjoyed it and got something positive from that experience then that's the main aim achieved....but if they can afford to we would like to ask them to make a donation to Share The Smile at www.bluegym.org.uk

4. Smiling projects and people!

The Blue Gym will use these donations to help fund local programmes and taster sessions for those not in a position to get to experience the Blue Gym or don't have someone to open that door for them. This funding will help spread the benefits of physical and mental well being, a strengthening of communities and an appreciation of the wonderful world around us.



**MAKE A DONATION ON
OUR WEBSITE!**

www.bluegym.org.uk

