



**PRESS RELEASE**  
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## **Spinal Research launches new look for Saddle Up Campaign**

Spinal Research is re-launching its well-known equestrian themed campaign – Saddle Up. Saddle Up was originally started in 2000 in the effort to reach one of the largest groups to be ‘at risk’ of spinal injury.

The equestrian community has taken the campaign to heart and has raised over £200,000 to help people with Spinal Cord Injury to have hope for the future. In research terms, that is the approximate cost of two complete research projects.

Now the Saddle Up brand has been re-designed to complement Spinal Research’s charity brand, and it is hoped that it will help to attract further support from the equestrian community. The British Equestrian Federation and its member bodies continue to support Saddle Up. Ginny Elliot, Saddle Up’s Patron, has supported the campaign since its outset; “As a professional eventer, I am more than aware of how devastating a serious fall can be – that’s why I enjoy being patron of Spinal Research’s Saddle Up campaign. Spinal Research brings hope that soon paralysis may not be forever.”

Saddle Up’s Campaign Fundraiser, Fiona Reynolds says ‘The new brand looks brilliant, really stylish and eye-catching and it fits perfectly with our branding. We are hoping it will become synonymous with Spinal Research’s work with the equestrian community’.

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### **About Spinal Research**

- Spinal Research focuses on finding ways to repair damaged spinal cords – something long thought impossible. Established in 1980, the charity raises money for groundbreaking projects at scientific and medical institutions around the world. Recent successes in the laboratory open the way to treatments that will repair the spinal cords of paralysed people. The regeneration of just four centimetres of spinal cord could significantly improve a paralysed person's sensation and mobility, making a huge difference to his or her life.
- The typical victim of spinal cord injury is a young, active person. More than 40,000 people in the UK are paralysed through damage to the spinal cord, and hundreds more join them each year. Spinal cord injury does more than paralyse arms, legs and torso: it also affects sensation, the body's control systems (including breathing, temperature, bladder and bowel) and sexual function. The psychological impact is also, clearly, devastating.
- In every aspect of its activities, whether in raising or in allocating funds to research projects, Spinal Research works in accordance with the highest scientific and ethical principles.