



FOR IMMEDIATE RELEASE

**Swimovate PoolMate to be worn by David Walliams for The BT Sport Relief Challenge:
Walliams vs The Thames**

1st September 2011, Wraysbury, UK

Swimovate Ltd are delighted to announce that David Walliams will be wearing their PoolMate swimming computer to count his strokes during his epic 140 mile Thames swim for Sport Relief.

The Little Britain star will swim around 140 miles from as close to the Thames source as possible in Lechlade in Gloucestershire to Big Ben in London, starting on 5th September. The BT Sport Relief Challenge: Walliams vs The Thames will see David take on his toughest, most dangerous and physically gruelling test of his life, as he attempts to swim the equivalent of swimming the English Channel seven times.

Swimovate's CEO Lisa Irlam was delighted to be approached by Sport Relief about getting involved with the project. The team wanted a record of the number of strokes David will take during each stage of the swim and their PoolMate watch fitted the bill. Swimovate designed the PoolMate in 2009 after realising there were very few training aids available for swimmers. The watch, which counts laps and strokes automatically by motion detection, was an instant hit and the company have sold over 30,000 units all around the world.

Lisa who recently won the Nectar Small Business Entrepreneur of the Year said "David is a truly amazing man, this really is a very long swim. We are so pleased to be involved and look forward to cheering him on along the way."

To support Walliams and follow his progress including the number of strokes on his PoolMate, visit www.sportrelief.com/walliams

About Swimovate®

Swimovate Ltd is a UK company run by swimmers and triathletes developing innovative, affordable electronic training products for swimming. They are dedicated to finding workable solutions to training issues athletes of all abilities have. The Swimovate team have extensive experience in electronic and software design, development and manufacture worldwide.

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About Sport Relief

As the nation celebrates the biggest ever year of sport, the entire country can join in the fun with Sport Relief 2012 from Friday 23rd to Sunday 25th March.

Over one million people are expected to take part in the Sainsbury's Sport Relief Mile as they raise cash to change lives at home and across the world's poorest countries. And, with a whole weekend of top Sport Relief telly planned across the BBC, it's all set to be huge.

From David Walliams' cross-Channel swim to Eddie Izzard's 43 marathons in 51 days, Sport Relief has a unique history of brave celebrities taking on gruelling physical challenges to raise cash and change lives. Sport Relief 2012 will be no exception with even more daring, vast and awe-inspiring celebrity challenges on their way.

Visit www.sportrelief.com to keep up with the latest news.

Sport Relief is an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland).

About David Walliams

Sport Relief legend David Walliams is almost as well known for his incredible cross-Channel swim, which raised £1 million, as he is for co-creating and starring in Little Britain. On top of his epic Channel challenge, he also swam the Strait of Gibraltar from Spain to Morocco with James Cracknell in 2008 for Sport Relief.

Now a star of screens both big and small, as well as a published children's author and recipient of a Sports Personality of the Year special award - it seems there's nothing David can't turn his hand to.