



## BBC Children in Need 2021

### Who is Joe Wicks?

- Joe Wicks is a famous fitness trainer. He is also known as 'The Body Coach' and 'the Nation's PE Teacher'.
- During the COVID-19 pandemic, he shared free exercise videos for children to follow along to at home to help keep them fit and healthy while in lockdown.

This year's BBC Children in Need is taking place on Friday 19<sup>th</sup> November and the **slogan** is 'Together, we can'.

Joe Wicks, who is the first-ever Schools **Ambassador** for Children in Need, is sharing some fundraising ideas for people to get involved with!

This is Joe's third year in his role as Schools Ambassador.

In a video shared by BBC Children in Need, Joe **emphasises** the importance of people supporting the cause this year.

In the video, he says, "Sadly, young people and children who needed support before the **pandemic** are facing even greater challenges now."

His aim this year is to bring schools together and hold a 'do good, feel good BBC Children in Need Day.'

To take part, Joe is encouraging schools to hold a theme day. This can be done in lots of different ways. It could be wearing fancy dress, going to school in pyjamas or wearing Pudsey ears and asking children to donate £1 to participate and raise money for the cause.

But that's not all Joe is doing. He has also prepared a special exercise session for schools to get children involved with.



Photo: Joe Wicks.

Last year, he took on the mammoth challenge of doing exercise for a whole 24 hours! He managed to raise more than £2.5 million!

But, don't worry, this year's school exercise session isn't anywhere near as long!

So, if you want to take part and help raise money for BBC Children in Need this year, there are lots of different ways for you to get involved.

### Glossary

<b>slogan</b>	A short phrase used to market or advertise something.
<b>ambassador</b>	Someone who works to promote or showcase a product or cause.
<b>emphasises</b>	To make it clear how important a matter is.
<b>pandemic</b>	When a disease spreads across a large area, such as a country or worldwide.