

While publishing some information on social media this week I got thinking about the power of sport. I was posting to help raise the profile of the Kent Alzheimer's Society memory walk taking place on 1 October at Leeds Castle, aiming to raise vital funds to support those with dementia, a cause very close to my heart.

This reminded me of my own impending challenge, to run the Cancer Research UK Pretty Muddy Race for Life. Basically a 5K obstacle course...in mud. Lots of mud. Feeling a little concerned for myself I then thought of all the people who will soon find out about whether they have secured their London marathon places this year – knowing some people who apply as an annual tradition.

We so often we talk about the power of sport in helping us to bond relationships or create social and team building skills. We know about its power of rehabilitation, whether it be for our veterans – as we have seen most recently and so poignantly with the Invictus Games - or for disabled young people in our local communities who are using sport as a facilitator for huge improvements in their mental and physical health. I then remembered the incredibly powerful Sainsbury's Christmas advert from a couple of years ago, with the soldier's truce and the playing of a Christmas Day football match during WW1, made in partnership with the Royal British Legion.

Yet this also highlighted another power of sport - it made me realise that it provides an opportunity to come together to support other people and raise money and awareness for the benefit of others, not just those who are participating themselves.

So with the Olympics, the showcase of world sport, once more in full flight and a very busy week for me in Rio, I am taking a moment to yet again be impressed by the power of sport to enrich so many lives in so many ways.