

Bupa partners with the Ramblers



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Bupa, the leading healthcare group, has teamed up with the Ramblers to help people live healthier lives through walking.

The Ramblers is Britain's Walking charity, working to help everyone realise the pleasures and benefits of walking, and to enhance and protect the places where people walk, whether rural or urban.

Walking can help people to reach the recommended healthy level of physical activity of 150 minutes of moderate exercise over a week in bouts of 10 minutes or more. The many benefits of regular walking include stress reduction, protecting against a number of illnesses and boosting fitness.

Sue Moore, Marketing and Customer Development Director, Bupa Health and Wellbeing said: "We are always looking for ways to help people live healthier lives, and we know that walking is an excellent way to do that. We hope that many of our members get involved with the Ramblers and start enjoying the benefits of walking."

Robert McKinnon, Head of Marketing, the Ramblers said: "At the Ramblers we know that walking is a great way to keep in shape. We hope that Bupa members will join us and discover the friendship, fresh air and fitness that comes with getting outside and walking."

Bupa members will be offered a 50% discount on Ramblers membership for the month of February. Ramblers members are also entitled to a special discount on [Bupa health cover](#) and [Bupa health assessments](#).

For more information visit www.bupa.co.uk/ramblers.

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About Bupa:

Bupa's purpose is to help people live longer, healthier, happier lives.

A leading international healthcare group, Bupa offers personal and company health insurance, runs care homes for older people and hospitals and provides workplace health services, [health information](#), health assessments and chronic disease management services, including health coaching, and home healthcare.

With no shareholders, Bupa is able to invest profits to provide more and better healthcare. It is committed to making quality, patient-centred, affordable healthcare more accessible in the areas of wellness, chronic disease management and ageing.

Employing nearly 52,000 people, Bupa has operations around the world, principally in the UK, Australia, Spain, New Zealand and the USA, as well as Hong Kong, Thailand, Saudi Arabia, India, China and across Latin America.

For more information visit www.bupa.com.

About the Ramblers:

Ramblers is Britain's walking charity. It works to make it easy for everyone to walk, whether in countryside, cities, hills, coasts and on or off the beaten track.

It has a grassroots network of over 17,000 volunteers who work tirelessly for a walking Britain. For over 75 years it has helped build and protect Britain's 130,000 mile long path network, it runs over 38,000 walks a year, and campaigns for better walking routes and more walking opportunities.

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