



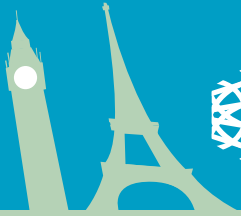
Duchenne
UK



Duchenne Dash Communications Pack

Helping you promote your Dash





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THANK YOU FOR SIGNING UP FOR THE DUCHENNE DASH 2026

The Duchenne Dash is more than a ride – it's a journey to end Duchenne

By taking part in our annual flagship fundraising event —you're joining a movement. A collective of riders with purpose, pushing boundaries and powering change for everyone living with Duchenne muscular dystrophy (DMD).

We are here to support you on this journey. This pack sets out how you can promote what you are doing, maximise your fundraising and ways our team can assist you.

What the Duchenne Dash has enabled us to do

Because of Dashers like you, we have been able to:



Fund clinical trials of medicines that are now showing promise for DMD, including one that is available on the NHS.



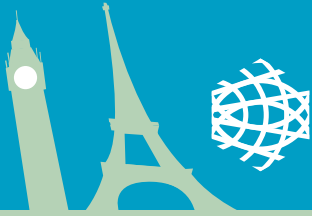
Set up **DMD Care UK**, a national programme that is establishing best practice across all the disciplines involved in DMD, and works to ensure all medical professionals and parents know exactly what treatment children and adults with DMD need.



Create a **DMD medical research hub** with hospital sites across the country, which has led to more trials for DMD treatments than ever before.



Develop innovative technologies such as Stretch to facilitate calf stretching and EleveX our upper limb exoskeleton, to support the health and independence of people with Duchenne muscular dystrophy.



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HELPING US TAKE THE NEXT BIG STEP

To date, the Duchenne Dash has raised over £9 million. Every pound raised is a pedal stroke towards progress helping us improve the lives of people living with Duchenne muscular dystrophy (DMD) and one day end this devastating disease. Without the Dash, we wouldn't have been able to achieve all we have since we launched in 2012.

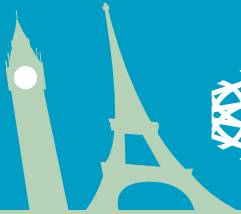
What the Duchenne Dash has allowed us to do:

- £3 million invested in clinical trials with more boys on clinical trials than ever before
- Fund the development of the first ever treatment, approved in the UK in 2024, to treat all patients with DMD.
- Help make two new treatments available to patients in 2025 with our Time is Muscle campaign helping more than 200 boys access the first treatment shown to slow down the progression of DMD.
- Set up DMD Care UK, a national programme that is establishing best practice across all the disciplines involved in DMD, and works to ensure all medical professionals and parents know exactly what treatment children and adults with DMD need.
- Nine care guidelines endorsed by clinicians and two recognised by the National Institute for Health and Care Excellence (NICE) ensuring patients access the best care.
- Develop innovative technologies such as Stretch to facilitate calf stretching and Elevex our upper limb exoskeleton, to support the health and independence of people with Duchenne muscular dystrophy

We've made huge progress, but the finish line still lies ahead, and you can help us get there.

Here are some ideas and tools to get you started.





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PROMOTING YOUR DASH ON SOCIAL MEDIA



Social media is an easy and effective way of letting people know that you are taking part in the Duchenne Dash and asking for their support.

Our top tips for promoting your fundraising on social media are:



1. Tell people what it's about

Many people don't know about DMD. So, it's important to explain what it is and why you are fundraising to help end it.



2. Let them know what you are doing

Tell them about the Dash. They will be impressed, and many will even be surprised!



3. Ask for a donation

Once they know what you are doing and what it's for, ask for a donation. Don't forget to share the link to your fundraising page. (You can create a page at **JustGiving.com** and then link it to the page for the Dash - **[justgiving.com/campaign/duchennedash2026](https://www.justgiving.com/campaign/duchennedash2026)**)



4. Share your journey

From your training to your actual Dash, share updates. It's a great way to build excitement and support!



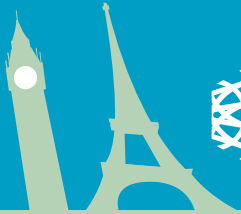
5. Make it visual

Share pictures of your training and when you are on the Dash. We also have a range of graphics to share that you can download at: **duchenneuk.org/duchenne-dash-graphics-for-social-media**



6. Let us know

Connect with us and the community by tagging our accounts and using the hashtags **#DuchenneDash** **#EndDuchenne** and **#DuchenneArmy**.



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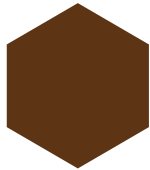
PROMOTING YOUR DASH ON SOCIAL MEDIA



Here is some text that you could share



I'm doing the
#DuchenneDash by
cycling from London
to Paris in 24 hours!
I am doing it to help
#EndDuchenne.



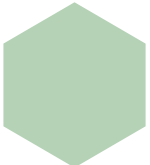
DMD is the most common and severe form of muscular dystrophy for which there is no cure.

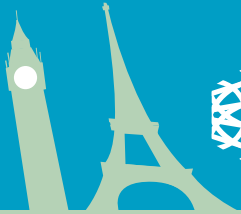
Duchenne UK is working to change that, so please sponsor me and help to fund lifechanging research at [insert the link to your JustGiving page here] #DuchenneArmy

Duchenne UK is a charity that's undertaking ground-breaking work to find new and better treatments, improve care, and develop innovative technologies to help people with DMD.

I'm doing the #DuchenneDash and cycling from London to Paris in 24 hours to support their work.

Can you help by sponsoring me? You can make a donation here [insert the link to your JustGiving page here] #DuchenneArmy





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I'm challenging myself to cycle from London to Paris in May 2026 to raise money for Duchenne UK, an ambitious charity that's fighting to bring an end to DMD.

DMD is a devastating muscle-wasting disease that is diagnosed in childhood – usually between the ages of three and six.

It causes muscle weakness and wasting. It eventually affects all the muscles in the body, including the heart and lungs.

Please support my #DuchenneDash and help #EndDuchenne by donating at **[insert the link to your JustGiving page here]** #DuchenneArmy



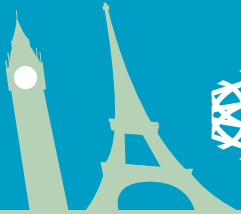
DMD is a rare and devastating musculewasting disease, diagnosed in early childhood, that affects over 2,500 people in the UK.

There is a lack of treatment for this condition for DMD patients.

DuchenneUK is funding research into new treatments that will change the lives of people living with the disease and secure their futures.

I'm doing the #DuchenneDash - cycling from London to Paris in 24 hours to raise money for @DuchenneUK and support their work. Can you help by donating?

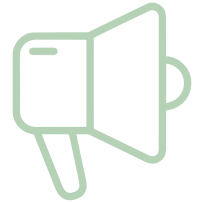
[insert the link to your JustGiving page here]



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PROMOTING YOUR DASH IN THE MEDIA



Media coverage such as a few lines in your local or industry media, an appeal on your local radio station or a picture of you cycling, can really help.

If they publicise your fundraising page address, it will be really easy for readers and listeners to support you and expand your reach.

We can help by working with you on this. We can draft a press release for you to approve, send it to the relevant local media and try to get them interested in your story. We can liaise with journalists on your behalf and help you prepare for any interviews.

PROMOTING YOUR DASH IN YOUR COMMUNITY

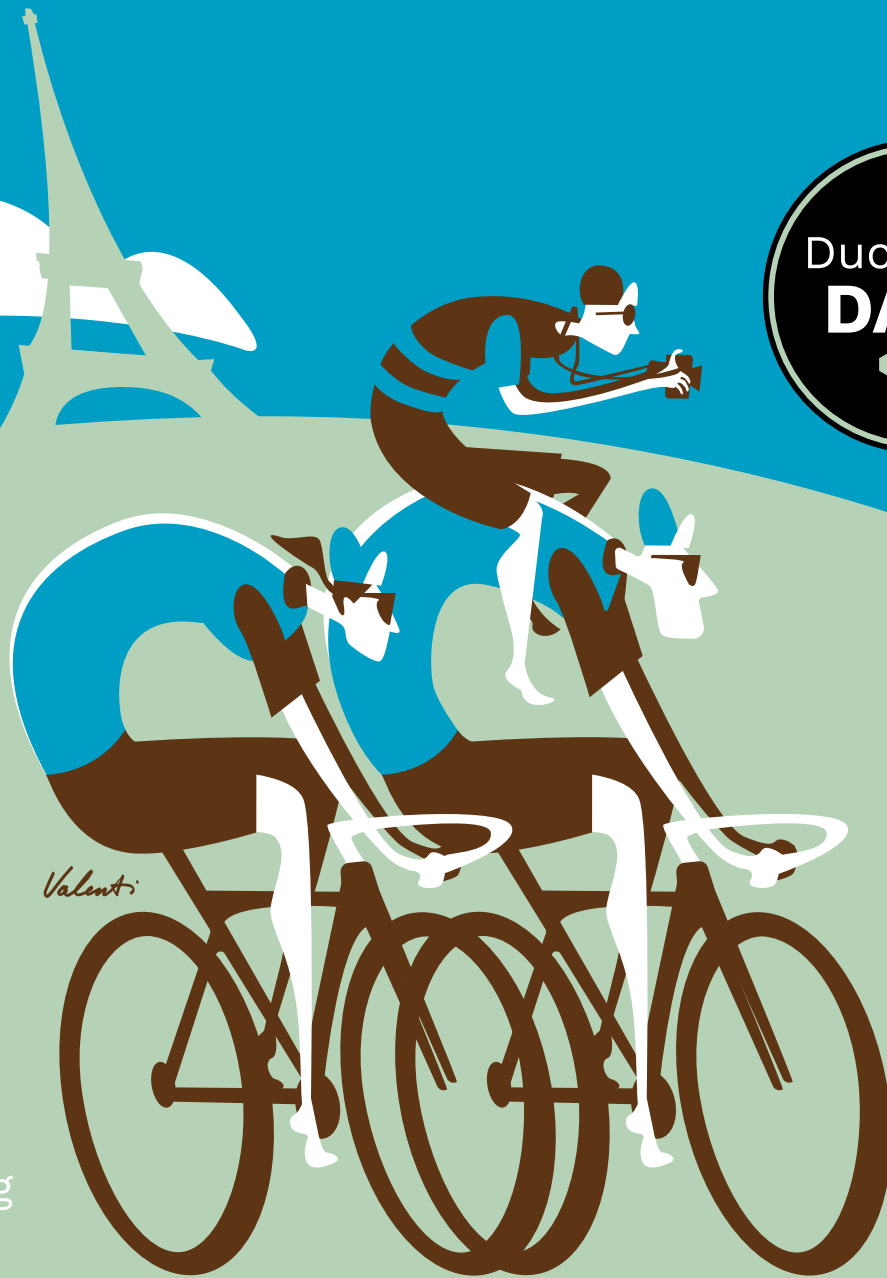


Whether it's your local community, an activity group or the organisation you work in, the people around you are often the most likely to support your fundraising.

- We can give you articles about our work and the Duchenne Dash to share in newsletters, ebulletins, websites and on intranets.
- We can provide posters about the Dash
- We can also tailor the communications if you have a particular focus, from someone with DMD that you are doing the challenge for to a particular aspect of our work that you want to highlight.
- Check out the rider toolkit for helpful resources including, photos, videos, graphics for social media and more: duchenneuk.org/dash-toolkit

Get in touch with the Communications Team and we can help you promote your fundraising.

We're here to help and can provide as little or as much support as you'd like to help you achieve your fundraising goals. Email us at comms@duchenneuk.org if you would like to discuss how we can work together.



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Charecroft Way, Hammersmith, W14 0EE
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A non profit company limited by guarantee
Registered in England No. 8030768

