**Strictly embargoed until 00.01 Wednesday 5th October 2016**

**BBC Children in Need asks the public to get fundraising and Do Your Thing!**

BBC Children in Need has today, Wednesday 5th October, launched its fundraising campaign and is asking people across the UK to channel their passions, hobbies or dreams to do their thing and help change the lives of disadvantaged children and young people across the UK.

A galaxy of famous faces have come together to support the fundraising campaign, including **Matt Baker, Alex Jones, Anita Rani, Judy Murray, Ore Oduba, Alfie Deyes, Zoella and Sara Cox.** The celebrities are asking the nation to ‘Do Your Thing’ and fundraise for BBC Children in Need. From fancy dress to fun runs, facing a fear or taking on a once in a lifetime challenge, holding a bake sale or completing a sponsored silence, everyone can turn the thing they most fancy doing into an amazing fundraiser.

**Matt Baker,** is urging everyone to get involved with Do Your Thing and said: “BBC Children in Need is back! This year we want everyone to get involved, Do Your Thing and get fundraising. So come on everyone, why not take on a new challenge, scale unfamiliar heights or have a wander in the wilderness? Or you can do your own thing and host a bake sale or fancy-dress party. Whatever you do, your support can help change the lives of thousands of youngsters right here in the UK.”

**Alex Jones** is encouraging the nation to pull out their trainers and put on their sweatbands to get active for Do Your Thing. She said: “This year, I want to see the people of the UK get out there and Do Your Thing for BBC Children in Need! You can dust off your trainers and trampettes to do your fitness thing, or get your friends together and break the world record for the longest dance-a-thon. All you need is a little imagination and you can make a real difference to the lives of disadvantaged children and young people across the UK.”

Backing the classic British tea party, **Peter Andre** is calling on fundraisers all across the UK to do their thing by having coffee and cake with friends. He commented: “I can't wait to see the nation do their thing for BBC Children in Need. So stick on your apron, do some baking and get together with your buddies for coffee and cake! Together we can raise stacks of cash and help change the lives of disadvantaged children and young people around the UK.”

The Do Your Thing fundraising campaign encourages everyone to get involved and fundraise for BBC Children in Need. The public can turn their thing, whether that’s a passion, hobby or fear, into an amazing fundraiser for the Charity.

**Jonathan Rigby**, Director of Marketing and Fundraising at BBC Children in Need said: “This year we’re calling on you to fundraise by doing your thing, to help change the lives of disadvantaged children and young people all across the UK. By doing anything, whether that’s something you love or something you’ve always wanted to do, you can raise money and make a difference. Perhaps you’ve always wanted to do a skydive or a bungee jump, or maybe you’re great at telling jokes or playing sport, find your thing and turn it into an amazing idea to raise money for BBC Children in Need!”

The official fundraising pack is available for download now from [bbc.co.uk/pudsey](http://www.bbc.co.uk/Pudsey) and is bursting with ideas to inspire Do Your Thing and kick-start the public with their fundraising efforts, plus lots of exclusive content from the Charity’s celebrity friends. To date the Great British public has raised £848 million for children and young people across the UK and the Charity is calling on people to once again pull out the stops and help raise money to change young lives!

**-Ends-**

For additional celebrity quotes, photographs, more information and interview requests please contact:  sarah.johnson04@bbc.co.uk / 07710 845 942

**Notes to Editors:**

BBC Children in Need’s vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential.  We will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

The Charity is currently supporting 2,400 projects across the UK. These grants help children facing a range of disadvantages for example, poverty and deprivation; children who have been the victims of abuse or neglect or disabled young people.

The BBC Children in Need 2016 Appeal show is on BBC One on Friday 18 November.

Further information on BBC Children in Need can be found at bbc.co.uk/Pudsey as well as our social media channels:

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twitter.com/BBCCiN