

Press Release

For immediate release



Charity challenges you to Face Your Fears

1 in 6 UK adults lives with anxiety¹ and an estimated 37% of UK adults are more anxious than they used to be². Despite the high numbers of people affected by it, anxiety remains something of a 'taboo' subject, with many sufferers living in fear of people knowing of their anxiety. With an aim of eliminating such stigma, Anxiety UK will be holding an awareness week this autumn called "Face Your Fears Week".

Face Your Fears Week will be held 25 September – 1 October 2011, where people all over the country are being encouraged to challenge their fears and phobias. The charity is running a programme of challenge events during the week, including an abseil at the Trafford Centre's bell tower, treetop adventures, skydives and mountain treks – all designed to help end the restrictions that phobias have placed on individual's lives and raise awareness of anxiety.

"Facing your fears, especially if it is something that gives you great anxiety, is a well documented way to overcome them," says Anxiety UK CEO, Nicky Lidbetter. "Face Your Fears Week also gives participants who are not affected by anxiety a chance to experience a tiny percentage of the fear that many live with on a daily basis. We're pleased to offer these opportunities to people who want to challenge their fears and move forward."

Anyone can take part in Face Your Fears Week by taking part in organised challenges or creating a challenge that is personal to them. To find out more and register your challenge, email faceyourfears@anxietyuk.org.uk, ring 08444 775 774 or visit www.anxietyuk.org.uk/face-your-fears.

Birmingham based CCBT Limited is pleased to announce that they are main sponsors for Anxiety UK's "FACE YOUR FEARS WEEK" 25 September to 2 October 2011.

Ends

Contact

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¹ Office for National Statistics. 'Surveys of Psychiatric Morbidity in Great Britain. Report 1 - The prevalence of psychiatric morbidity among adults living in private households.' The Stationery Office. 1995

² Mental Health Foundation (2009). In the Face of Fear.

Notes to Editors

Anxiety UK is a national registered charity formed in 1970 by a sufferer of agoraphobia for those affected by anxiety disorders, and today is the leading authority on anxiety disorders and phobias in the UK. The organisation is user-led; run by and for, sufferers and ex-sufferers of anxiety disorders.

Anxiety disorders are common and treatable. Anxiety UK works to relieve and support those living with these conditions by providing information, support and understanding via an extensive range of services, including fast access to reduced cost 1:1 therapy services. The Anxiety UK helpline alone receives over 16,000 calls a year from people suffering from phobias and anxiety disorders.

Anxiety UK provides support to people living with any anxiety condition, and/or specific phobia such as fear of spiders, blushing, vomiting, being alone, public speaking, heights - in fact, any fear that stops people from living their lives to the full.