# Sir Chris Hoy's advocacy sparks free gym memberships for prostate cancer patients



Olympian Sir Chris Hoy has helped secure free gym memberships for prostate cancer patients in a bid to improve their survival prospects and overall health. The six-time Olympic cycling champion, who is living with terminal prostate cancer, has partnered with PureGym, the Institute for Cancer Research (ICR), and the Royal Marsden Hospital in London to launch the initiative. The scheme offers thousands of men undergoing hormone therapy for advanced prostate cancer a year’s free access to PureGym facilities, alongside six months of expert exercise guidance from leading cancer institutions.

Sir Chris, 49, who has been open about his diagnosis, emphasised the vital role exercise has played in his life, especially since being diagnosed. “I find it hugely encouraging that the importance of exercise for prostate cancer is being recognised. This is a significant step and potentially transformative,” he said. Prostate cancer remains the most common cancer in men in the UK, with around 55,000 new cases and 12,000 deaths reported annually.

This initiative reflects a growing recognition of exercise as a crucial supportive therapy in managing prostate cancer. Medical research and health organisations increasingly advocate physical activity to help manage treatment side effects, such as incontinence, muscle loss, fatigue, and mood disturbances. Activities including walking, swimming, and cycling, combined with resistance training, are recommended to improve strength, reduce fatigue, and enhance quality of life during and after treatment.

Similar programmes have been launched elsewhere in the UK and internationally. Salisbury District Hospital, supported by an NHS Charities Together grant, provides 12-session passes to local leisure centres for cancer patients to support recovery during and after treatment. Meanwhile, Nuffield Health offers a Cancer Activity Programme (CAP), a free 24-week supervised exercise course specifically designed for prostate cancer patients on hormone therapy. Developed with Sheffield Hallam University’s STAMINA research team, CAP aims to alleviate cancer-related fatigue and improve patient well-being.

Internationally, PROST! Exercise 4 Prostate Cancer in Australia offers free, evidence-based group exercise sessions that include aerobic and strength training, coupled with educational support to enhance both physical and mental health for men with prostate cancer.

The physical health benefits of such interventions are well supported, but there is also increasing evidence of their psychological importance. Exercise can help men manage the mental and emotional challenges posed by cancer treatment while fostering a sense of community and empowerment through group activities.

Sir Chris Hoy’s public disclosure of his illness has already had a profound impact on awareness and testing rates. NHS data reveals a 47% surge in visits to their prostate cancer information webpage following his announcement, while Prostate Cancer UK reports that nearly 625,000 men have checked their risk online in the four months since, with over 156,000 assessments linked directly to Hoy's media appearances. His openness has encouraged earlier diagnosis and may bolster outcomes through timely interventions.

The new PureGym-supported programme complements existing efforts to integrate exercise as a standard part of cancer care and survivorship. While Sir Chris’ involvement brings a high-profile boost, the scheme aligns with broader health initiatives worldwide that underline the importance of supporting cancer patients with accessible, expert-led exercise opportunities.

Overall, as prostate cancer treatment evolves, combining medical therapies with lifestyle interventions like structured physical activity may represent a crucial pathway to improving both survival and quality of life for patients.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thesun.co.uk/health/36602546/prostate-cancer-patients-free-gym-membership-chris-hoy/), [[6]](https://www.gbnews.com/sport/olympics/chris-hoy-prostate-cancer-2671282314)
* Paragraph 2 – [[1]](https://www.thesun.co.uk/health/36602546/prostate-cancer-patients-free-gym-membership-chris-hoy/), [[6]](https://www.gbnews.com/sport/olympics/chris-hoy-prostate-cancer-2671282314)
* Paragraph 3 – [[1]](https://www.thesun.co.uk/health/36602546/prostate-cancer-patients-free-gym-membership-chris-hoy/), [[5]](https://www.webmd.com/prostate-cancer/features/prostate-cancer-staying-active)
* Paragraph 4 – [[2]](https://www.bbc.com/news/uk-england-wiltshire-68790247), [[3]](https://www.nuffieldhealth.com/about-us/our-impact/healthy-life/cancer-activity-programme), [[4]](https://www.prost.com.au/membership/)
* Paragraph 5 – [[4]](https://www.prost.com.au/membership/), [[5]](https://www.webmd.com/prostate-cancer/features/prostate-cancer-staying-active)
* Paragraph 6 – [[5]](https://www.webmd.com/prostate-cancer/features/prostate-cancer-staying-active), [[7]](https://www.healththroughcancer.com/copy-of-nature-3)
* Paragraph 7 – [[6]](https://www.gbnews.com/sport/olympics/chris-hoy-prostate-cancer-2671282314)
* Paragraph 8 – [[1]](https://www.thesun.co.uk/health/36602546/prostate-cancer-patients-free-gym-membership-chris-hoy/), [[6]](https://www.gbnews.com/sport/olympics/chris-hoy-prostate-cancer-2671282314), [[7]](https://www.healththroughcancer.com/copy-of-nature-3)

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## Bibliography

1. <https://www.thesun.co.uk/health/36602546/prostate-cancer-patients-free-gym-membership-chris-hoy/> - Please view link - unable to able to access data
2. <https://www.bbc.com/news/uk-england-wiltshire-68790247> - Salisbury District Hospital has introduced a scheme offering cancer patients free gym passes to support their physical and mental well-being during and after treatment. Funded by an £88,000 grant from NHS Charities Together, the initiative provides patients with 12-session passes to local leisure centres, enabling them to continue fitness therapy started in hospital. This programme aims to enhance recovery and overall health for cancer patients.
3. <https://www.nuffieldhealth.com/about-us/our-impact/healthy-life/cancer-activity-programme> - Nuffield Health offers the Cancer Activity Programme (CAP), a free 24-week exercise programme designed for individuals undergoing hormone therapy as part of their prostate cancer treatment. Developed in partnership with the STAMINA research team at Sheffield Hallam University, CAP provides supervised aerobic and resistance training, aiming to reduce cancer-related fatigue and improve quality of life during treatment. The programme includes full access to gym facilities and expert support at no cost to participants.
4. <https://www.prost.com.au/membership/> - PROST! Exercise 4 Prostate Cancer Inc. offers free membership to men diagnosed with prostate cancer, providing evidence-based group exercise sessions in a supportive environment. The programme focuses on building physical strength and aerobic stamina, incorporating educational lectures and group exercise classes. Sessions are held at various venues, including Fremantle, Leederville, Crawley, Joondalup, Loftus, and Mandurah, aiming to improve both physical and mental well-being for participants.
5. <https://www.webmd.com/prostate-cancer/features/prostate-cancer-staying-active> - Regular exercise offers numerous benefits for men with prostate cancer, including managing treatment side effects like incontinence, building strength, and improving mood. Staying active can help maintain muscle mass, prevent weight gain, and may even lower the risk of cancer recurrence. Activities such as walking, swimming, cycling, or jogging are recommended, with a mix of aerobic and strength training exercises tailored to individual preferences and abilities.
6. <https://www.gbnews.com/sport/olympics/chris-hoy-prostate-cancer-2671282314> - Sir Chris Hoy's openness about his prostate cancer diagnosis has significantly increased awareness and testing among men. Following his announcement, NHS data shows a 47% increase in visits to their prostate cancer web page, reaching 190,000 visits. Additionally, Prostate Cancer UK reports that nearly 625,000 men have checked their risk online in the four months since his disclosure, with over 156,000 of these checks directly linked to Hoy's media appearances.
7. <https://www.healththroughcancer.com/copy-of-nature-3> - Health Through Cancer provides resources and support for cancer survivors, including information on free gym memberships and exercise programmes. They highlight initiatives like the YMCA's Livestrong programme, which offers a free 12-week group training programme for cancer survivors, focusing on cardiovascular conditioning, strength training, balance, and flexibility. The programme includes pre and post-programme measurements to track progress and is facilitated by YMCA instructors.