



## NEWS RELEASE

MONDAY, JANUARY 31, 2011

### Royal Parks Foundation Half Marathon Launches Running Shirt Design Competition

**The Royal Parks Foundation, the charity that supports London's eight amazing Royal Parks, is giving Daily Telegraph readers the exclusive chance to create a new design for the 2011 Royal Parks Foundation Half Marathon running shirt.**

Every participant that takes part in the race will receive a soft, breathable running shirt made from sustainable bamboo and recycled polyester. Each year, the back of this running shirt features a new inspirational design and the Royal Parks Foundation is launching a competition to find an exciting design to take to the streets of London for 2011.

The winning creative will be proudly worn by thousands of runners taking part in the Royal Parks Foundation Half Marathon and Pulse3K (a race for 11-16 year olds) on Sunday, October 9, 2011.

Sara Lom, Chief Executive of the Royal Parks Foundation comments; *"This competition is a great way to create a running shirt that really inspires and encourages participants. It is an amazing sight on race day to see thousands of people running through London in these bright and colourful shirts and is a fabulous opportunity for someone's creative vision to become a reality."*

Enjoyed by many, these unique running shirts are not only soft and comfortable and eye catching, but they offer distinct performance properties for runners such as high absorbency, quick dry, deodorising and thermal regulation.

Combining the natural benefits of eco-friendly bamboo charcoal with the man-made resilience of recycled polyester, made entirely from recycled plastic bottles, offers some environmental benefits too. Bamboo plants grow successfully without any fertilisers or pesticides and unlike other endurance shirts, this unique fabric is not treated with chemicals so its performance properties last forever.

The Royal Parks Foundation Half Marathon is one of the most scenic city runs in the world, with a beautiful 13.1 mile autumnal route through four of London's magnificent Royal Parks and past some of the capital's most iconic landmarks.

For further on how to enter visit [www.royalparkshalf.com](http://www.royalparkshalf.com) and download the running shirt template.

-ENDS-



## Royal Parks Foundation Half Marathon

For further information please contact:

**Claire Sosna,**

**T:** 0300 061 2058

**E:** [csosna@royalparksfoundation.org](mailto:csosna@royalparksfoundation.org)

### NOTE TO EDITORS:

#### HOW TO ENTER THE DESIGN COMPETITION:

Entrants must submit their design by email to [competition@royalparkshalf.com](mailto:competition@royalparkshalf.com) including their full name, age, address and contact phone number by noon on Thursday, February 10, 2011. Entrants must include 50 words with their entry to explain the inspiration behind their design. Files should be no bigger than 5MB. One entry may be submitted per individual.

The winner will be notified by telephone and email on Wednesday, February 16, 2011. All entrants will automatically be forwarded information about the Royal Parks Foundation Half Marathon and Pulse3K

#### TERMS AND CONDITIONS OF THE DESIGN COMPETITION:

1. Winner agrees to publicity and to donate their design for use free of charge. 2. Entrants must be aged 11 years or over. 3. Late, illegible, incomplete or corrupt entries will not be accepted. 4. All entrants will automatically be forwarded information about the Royal Parks Foundation Half Marathon and Pulse3K. 5. **The prize includes:** the winning design printed on the 2011 Royal Parks Foundation Half Marathon and Pulse3K race shirts, two entry places to the 2011 Royal Parks Foundation Half Marathon or Pulse3K, a magnum of Champagne and VIP entry for two on event day. 6. The prize as described in the Terms and Conditions is available on the date of publication and is subject to availability. 7. The Telegraph is responsible for the publication and adjudication of this prize draw. All other facilities connected with the provision of the prize are the responsibility of the Royal Parks Foundation. The prize is not negotiable or transferable, nor will any cash alternative be offered. 8. The competition will be exclusive to the Telegraph and will be visible in print and online on Monday, January 31, 2011 (to stay online until closing date). **Promoter** Telegraph Media Group Limited, 111 Buckingham Palace Road, London SW1W 0DT.

#### EVENT ORGANISER:

**The Royal Parks Foundation** is the charity that helps support London's eight amazing Royal Parks. Established in 2003, the charity reaches out to make the Parks part of more people's lives - raising funds for a wide variety of projects from wildlife conservation and landscape restoration, to community sport and art. The registered charity number is 1097545, for more information, please visit [www.royalparksfoundation.org](http://www.royalparksfoundation.org) or visit The Royal Parks at [www.royalparks.org.uk](http://www.royalparks.org.uk)

#### EVENT SPONSORS:

**Lucozade Sport** is the Official Sports Hydration and Nutrition Partner of the Royal Parks Foundation Half Marathon, helping runners achieve their goals. With over 30 years experience in sports nutrition research, visit [www.lucozade.com/running](http://www.lucozade.com/running) for expert advice and more information about the Lucozade Sport product range.

**M&S** is proud to sponsor the Royal Parks Foundation Half Marathon for the fourth year running. The promotion of healthier lifestyles through the development of innovative food ranges, and encouraging its customers and employees to get active, are two of its key Plan A goals. [www.marksandspencer.com/PlanA](http://www.marksandspencer.com/PlanA)

**Mizuno:** The combination of Mizuno Wave footwear technology, lightweight and breathable fabrics and inspiring design makes sportswear brand Mizuno the choice for all training gear and race wear requirements for this year's Royal Parks Foundation Half Marathon. [www.mizuno.co.uk](http://www.mizuno.co.uk)



## Royal Parks Foundation Half Marathon

**Nokia** is enthusiastically supporting all the runners & spectators of the Royal Parks Foundation Half Marathon for a 4<sup>th</sup> year. The event showcases the very best of London and Nokia will be working with the organisers to ensure Nokia's technology makes the experience of taking part or cheering on loved ones more fun.

### EVENT PARTNERS:

**British Military Fitness**, the UK's largest and longest running provider of outdoor fitness in the UK, is supporting the Royal Park Foundation Half Marathon by providing motivational fitness training sessions and advice for participants across the UK. Visit [www.britmilfit.com](http://www.britmilfit.com) for more information.

**Grosvenor House Hotel** is proud to be the accommodation sponsor for the Royal Parks Foundation Half Marathon for the fourth year running. Frequented by royalty, celebrities and business leaders since opening in 1929, the historic Grosvenor House became a JW Marriott Hotel in September 2008 and continues its time-honoured tradition for exceptional style, service and facilities.

**Matt Roberts**, the UK's leading personal trainer, fitness author and founder of Matt Roberts Personal Training, is supporting the event with his expert training programmes and fitness advice. Matt has private training centres in London's Mayfair, Chelsea, Hampstead and The City as well as The Matt Roberts Running Clinic offering biomechanical analysis, foot scans, one-to-one training and group coaching sessions. For more information go to [www.mattroberts.co.uk](http://www.mattroberts.co.uk) follow Matt Roberts Personal Training on twitter @exercisematt

**Virginmoneygiving.com** is the official sponsorship website of the Royal Parks Foundation Half Marathon. It is the not-for-profit online fundraising arm of Virgin Money and was established in 2009. Since its launch, Virgin Money Giving has helped charities to raise over £25 million. More than £1 million extra has been paid to charities through Virgin Money Giving than would have been raised through other online giving services, due to its not-for-profit business model.

### GOLDEN OAK CHARITY PARTNERS:

**Mind** is the leading mental health charity in England and Wales. It works to create a better life for the 1 in 4 people who experience mental distress each year. It does this by providing high-quality information and advice, and campaigning vigorously to promote and protect good mental health for all. [www.mind.org.uk](http://www.mind.org.uk)

**Scope** is a charity that supports disabled people and their families. It believes disabled people should have the same opportunities as everyone else. The charity runs services and campaigns with disabled people to make this happen. As a charity with expertise in complex support needs and cerebral palsy it never set limits on potential. [www.scope.org.uk](http://www.scope.org.uk)

**UNICEF UK** is the world's leading organisation working for children and their rights in more than 190 countries. As champion of the United Nations Convention on the Rights of the Child, UNICEF works to help every child realise their full potential. For more information, please visit [www.unicef.org.uk](http://www.unicef.org.uk).

### EVENT SUPPLIER:

**Limelight Sports** is the UK's leading sports participation company. It has created many of the UK's highest profile grassroots sports events and programmes – Nike Run London, Sainsbury's Sport Relief Mile, Sky Ride and Swimathon. It is unique in that it exclusively focuses on developing ideas which increase long term sports participation. In 2010 more than 1.2 million people took part in events or programmes created by Limelight Sports. [www.limelightsports.com](http://www.limelightsports.com)