



*asics*

# LONDON 10K

21/07/2019

**RACE DAY GUIDE**

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# WELCOME TO THE 2019 ASICS LONDON 10K!

The 19th edition of this event will be the boldest yet. Along with a fresh new look, we've launched a partnership with ASICS to celebrate a day that London unites. On 21 July the roads of Westminster will be over taken with runners of all paces and ages raising funds for over 231 causes. Expect surprises at every turn- and there are a lot of those on this iconic course!

You're bound to have a mixture of nerves, questions and excitement ahead of the weekend- don't worry; that's part of it all. We've pulled together all the information you need to get race-day ready and we'll be here in full support of you. Relax and get ready for some hard-earned fun.

On behalf of my team mates at Virgin Sport and all our partners, I hope you love sporting with us.

Jessica Frey  
Virgin Sport CEO

**virgin sport.com**  
**T:** 0800 044 8000  
**E:** hello@virgin sport.com

## SHARE WITH US

We'll be tweeting, posting pics on Facebook, Instagram and Twitter on the day, so keep it social and share with us using the hashtag #ASICSLONDON10K

 @virgin\_sport

  @virgin sport

## OUR MISSION



We're on a mission to move the world through sport - we believe in the power of connecting people through movement and culture in order to create healthier and more engaged communities. And we want to have a blast while doing so!

Our team in London - when not working hard to create these incredible experiences - love to run, dance, climb, cycle, swim and more.



# RACE DAY TIMELINE



There'll be thousands of you making your way to the start at the same time on race day so please plan your journey well in advance and allow plenty of time to get to the start.

Because of the thousands of runners taking part in the ASICS London 10K this year, it will take up to 40 mins for all runners to cross the start line. The race will start at 09:30 and runners will start in waves every few minutes. See page 9 for the time you need to be in your allocated start pen.

## WHEN?

**ASICS London 10K Race Start:** 09:30

## WHERE?

**Bag Drop, Helpdesk & Charities:**  
Waterloo Place, SW1Y 5ER

**Start line:** 101 Piccadilly, W1J 7JT

**Finish line:** 70 Whitehall, SW1A 2AS

**Post-Race Celebration & Celebration Zone:**  
North Terrace, Trafalgar Square, WC2N 5DN

*\* Roads along the route will be reopened as runners complete each section, and when safe and feasible to do so. Any runners predicted to finish after the cut-off time of 1¼ hours will be asked to move onto the pavement.*

## RACE DAY SCHEDULE

- 07:30** Bag drop & Helpdesk open
- 08:20** Runners head to start pens
- 09:30** **ASICS London 10K race starts**
- 10:00** First finisher expected on Whitehall
- 10:15** Final runner crosses start line on Piccadilly
- 10:45** Prize-giving on stage at North Terrace
- 12:00** 10K last finisher and race cut-off time\*
- 14:00** Bag collection closes
- 15:30** Post-Race celebration zone closes

# FURTHER



# FASTER



# BEYOND



**asics**

FIND YOUR PERFECT SHOE



# SUPERIOR LIGHT BEER

## 73

### CALORIES



# A GLASS OF WHITE WINE

## 136

### CALORIES



OFFICIAL BEER OF  
**asics**  
**LONDON 10K**

© 2019 Asahi Bev UK Limited, all rights reserved. 18+. A light tasting premium beer: 45% fewer calories than most premium beers. Ad shows 175ml white wine (average 12.3% ABV, 136kcal) and Michelob ULTRA 330ml (3.5% ABV, 73kcal). Average calculated on 27 top-selling white wines, average 78kcal/100ml, 64kcal/unit of alcohol. Michelob ULTRA 22kcal/100ml, 63kcal/unit of alcohol. Source: Nielsen 52 w/e 08/09/18. See [michelobultra.co.uk/findoutmore](http://michelobultra.co.uk/findoutmore)

**drinkaware.co.uk**  
for the facts

## GETTING TO THE RACE

### PUBLIC TRANSPORT:

We recommend that all runners use public transport on race day, as the area is well served with underground stations and there are easy connections to our two main arrival stations.

### RAIL / TUBE:

The following stations are closest for getting to the start. You'll be able to follow our signed walking routes to bag drop (see arrivals & venue map on page 9):

- Piccadilly Circus Underground Station (Piccadilly and Bakerloo lines)
- Charing Cross Underground & Mainline Station (Bakerloo and Northern lines)

### BUS:

Local bus services operating in Central London may be subject to diversions from 05:30 onwards, due to our road closures in the area for the event. For further information on bus travel on race day, please visit [www.tfl.gov.uk](http://www.tfl.gov.uk) in the week leading up to the event.

### CYCLING:

Please note that there are no specific cycle parking facilities for the event. Please use official local bike parking. Santander Cycle docking stations along the race route will be suspended for the day and therefore unavailable for use. In preparation for the race, closures apply to parts of the Cycle Super highway along the route, on Victoria Embankment, Westminster Bridge and Parliament Square.

### ROAD CLOSURES:

We do not recommend driving, as many roads will be closed from 05:30 onwards, and parking in the area will be extremely difficult. Please visit the website for further traffic and access information.

## Wheels when you want them.

Zipcar is London's largest car sharing network, with over 2,700 cars and vans across the city.

Joining Zipcar gives you the freedom to access a car or van where and when you need one, without the hassle or expense of ownership. Once a member, log into the app, find the nearest vehicle to suit your needs and hit the road!

Join today and receive  
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Redeem your code at [zipcar.co.uk/gift/redeem](http://zipcar.co.uk/gift/redeem)

\*Credit code is valid for new members only. Credit code can be redeemed once. Credit code must be redeemed before the expiry date 30.11.19. Once redeemed, credit is valid for 30 days only. Credit can be used for Roundtrip and Flex bookings. Flex can only be booked via the app.



**zipcar**



# GETTING TO THE START LINE

**Bag Drop & Help Desk Location:** Waterloo Place, SW1Y 5ER

**Arrival times:**

Please note that to avoid congestion in the area we suggest the following arrival times to the bag drop area at Waterloo Place, based upon your allocated start pen letter (printed on your race number):

	ARRIVE AT BAG DROP FROM:	HEAD TO YOUR START PEN AT:	BE IN YOUR START PEN BY:	RACE WARMUP:	ESTIMATED TIME YOU WILL CROSS THE START LINE:
START PENS A-D	07:30 - 08:15	08:15	09:00	09:10	09:30 - 09:45
START PENS E-H	08:00 - 08:45	08:45	09:20	09:20	09:45 - 10:10

**Bag Drop:**

The bag drop is located at Waterloo Place– please visit the bay that corresponds to your race number. In your race pack you will receive a cotton kit bag and your race number which includes a tear off bag tag that matches your race number. Please detach the slip from your race number and attach it to your bag by looping it through the hole in the tag as instructed. Use this kit bag for all your belongings on race day. No other bags will be accepted at Bag Drop.

**Toilets:**

Even if you are not using bag drop, it’s a good idea to make your way to the bag drop area as this is where the main toilet facilities are located on Carlton House Terrace. From here you can easily head to the start, following the clear signage and our volunteers’ directions.

**Start pens:**

Please make sure you join the start pen to which you have been allocated; this corresponds to the letter clearly printed on your race number. It’s approximately a 10 to 15-minute walk from the bag drop area on Waterloo Place to the start pens on Piccadilly & St James’s Street. Follow the signs to your relevant pen and make sure you enter the correct one. Volunteers will be positioned at each start pen entrance to help with any queries. Please note that if you would like to run with a friend who has been allocated a different start pen, you may move backwards to an alternative pen, but not forwards closer to the start.

**Walking routes to the start:**

Pens A–D follow a slightly different route to pens E–H, both of which will be clearly signed on race day. Volunteers will also be in place to assist you with directions (see arrivals & venue map on page 9).

**Warm-ups:**

A warm up for runners in start pens A–D will take place on Piccadilly at 09:10, with the warm-up for runners in start pens E–H taking place at 09:20.



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21/07/2019

# START/FINISH MAP



BAG DROP OFF  
ZONE



ARRIVALS  
ROUTE



POST-RACE  
WALKING ROUTE



RACE  
ROUTE



START & FINISH



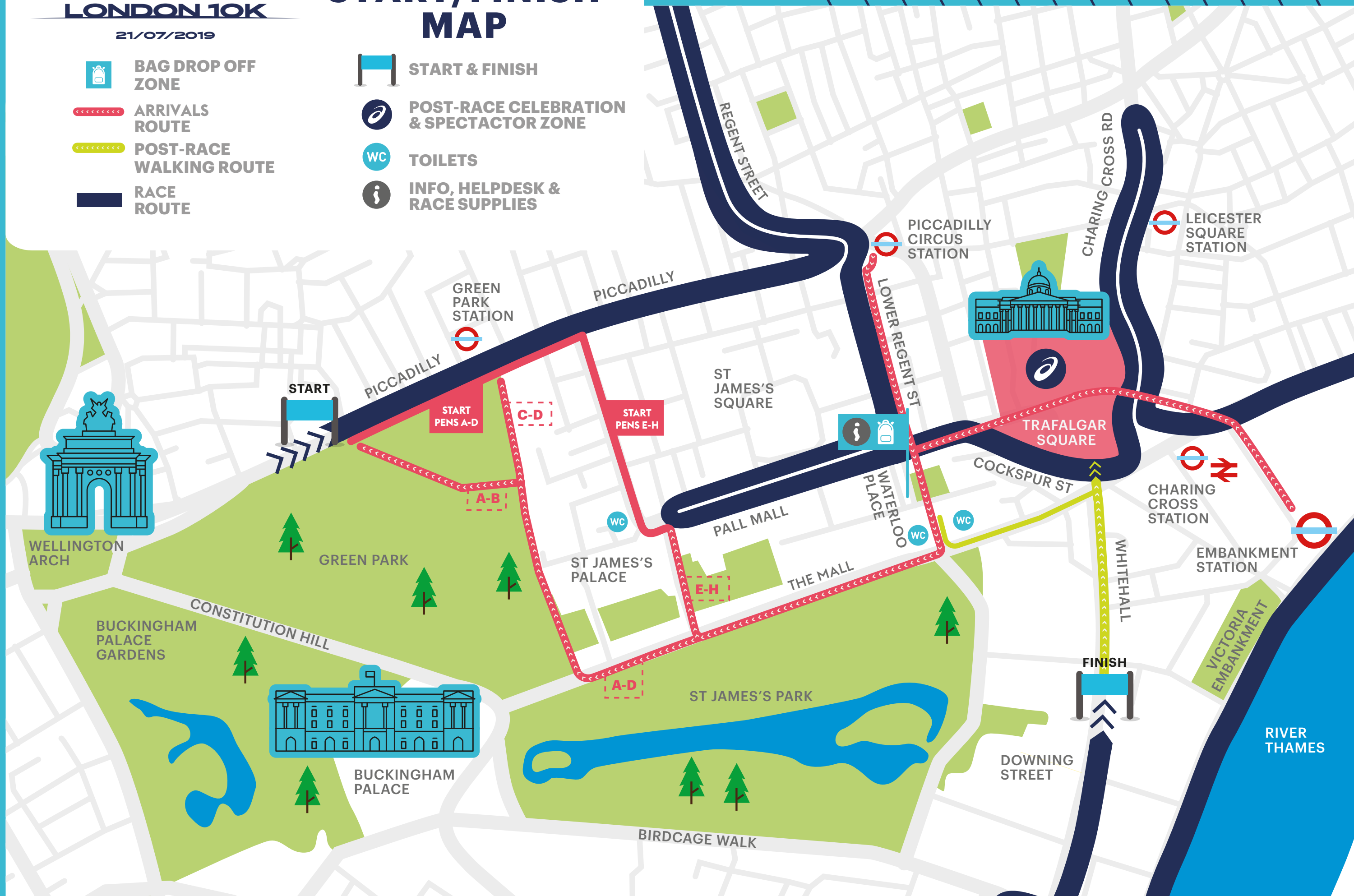
POST-RACE CELEBRATION  
& SPECTATOR ZONE



TOILETS



INFO, HELPDESK &  
RACE SUPPLIES





# RUNNER INFORMATION

## Race Pack:

You will either have received your race pack in the mail or if you have opted race pack collection you will need to do so from the ASICS Regent St store between Tuesday 16- Friday 19 July, 12-8PM or Saturday 20 July, 10AM-5PM.

## Race Number:

Your race number is individual to you and can not be resold or transferred. Please fill in the emergency details on the reverse of your number. Remember to bring the safety pins provided in your race pack to visibly secure your number to the front of your shirt. Don't forget to write in your name on it for maximum crowd support!

## Timing Chip:

Your timing chip, which accurately measures your time, is attached to your race number. Please **do not remove, bend, fold or cover** the chip, as we will be unable to track your time.

## Race Results:

Results will be posted on the Virgin Sport website after the race. If you entered a mobile number when you registered, you will also receive a text with your official race time when you finish.

## ASICS London 10K App:

Our app allows family, friends and fans to track runners taking part in the ASICS London 10K. Use it to explore the event, track runners and stay connected with the latest event updates. You can also check out all the latest social posts from the festival, explore interactive course maps and get exclusive content from our Event Partners. Available in the Apple App Store and through Google Play.

## Pacers:

Our dream team of pacers are back again and will be helping runners hit their target times. All pacers will be wearing bright pacer flags and will be waiting for you within the start pens on race morning. Check out the full list of pacers and pacing times on page 21.

## Race Day Entertainment:

We have a fantastic line-up of live entertainment positioned at every kilometre, to energise runners and keep spirits high for all. See our full music line-up on page 19. We strongly suggest running without headphones to hear any necessary emergency announcements and to soak up the sounds along the route.

## Kilometre Markers:

Each kilometre will be clearly marked on the route.

## Aid Stations:

There will be three aid stations on course, at approximately 3.25km, 5.25km and 7.5km. This year we have gone **completely plastic free on route** and all water will be 170ml servings in 100% recyclable cups supplied to us by Magenta UK.

**Please only take one cup at a time and please try to dispose of your cups into the large bins that will be placed to the side of the road just after each aid station.** Cups that don't make it into the bins are much harder to recycle so we're hoping you can all help us be as green as possible. If you are not planning to take water, then please try to keep to the opposite side of the road to allow other runners through. The water stations are long so there's no need to rush to the first table!

## Nuun Electrolytes on Route:

In addition to water, one final aid station at 8km will also be serving Nuun Electrolytes in 170ml recyclable paper cups. Product information [here](#).

## Powergel Shots on Route:

In addition to water, the aid station at kilometre 5 will also be serving PowerBar Powergel shots. Product information [here](#).

## Toilets:

There will be toilet facilities positioned near the bag drop area at Waterloo Place; please use these facilities **before** starting your walk to the start line. There will also be toilets positioned at each aid station around the race route.

## Course Marshals:

Volunteers wearing hi-vis vests will be positioned at regular intervals along the route, at key junctions and turning points.

## First Aid:

The medical centre is located shortly after the finish line. Professional medical staff will be available here, as well as on the course and at bag drop area. Medical staff will also be located at each of the aid stations, should a runner face difficulty. In the event of an emergency, runners will be asked to move to the side of the road to allow access for an emergency vehicle. Please follow any instructions given by the course marshals, at all times. There will also be a medical information point located at the help desk should you have any concerns about a runner.

## Photography:

**FREE RACE PHOTOS!** Photographers will be taking your snaps on course as well at the finish line. Look out for the 'smile for the camera' signs and be sure to give the photographers a wave or thumbs up if you're feeling the love. We will send you an email with a link to your photos to download for free in the days after the race.

## Race Cut-Off:

The ASICS London 10K has priority over the roads for 1¾ hours. With thousands of you running, we need to manage the race timings carefully. Therefore, any runners going a little slower who are predicted to finish after 12:00, may be asked to move to the pavement so that roads can be reopened.

## Measured Course:

The course is measured and certified as accurate to 10km, along with being fully UKA licensed.

## Race Supplies:

We have a selection of key race essentials on offer at our race supplies desk, next to the help desk on Waterloo Place. Come see us if you need anything, from hair ties and plasters to safety pins, sun cream and deodorant!

## Finishers' T-shirt:

Your ASICS London 10K finishers' t-shirt will be given out at the North Terrace, Trafalgar Square once you finish the race. Join us here for post-race celebrations!

## Prize Giving:

We'll be awarding prizes to a series of male and female finishers, wheelchair athletes, fancy-dress runners, as well as prizes to running clubs and corporate teams.

## Safety & Security:

Throughout the planning of the ASICS London 10K we've been working closely with the Metropolitan Police Service to ensure we keep everyone safe and secure. As well as our teams of staff and volunteers, we have over 400 security staff in position at all key areas and around the entire 10k race route. These security staff and police officers are there to help the day run smoothly.

**We advise that you do not run if you are unwell, have an injury or are not comfortable running at least 6 kilometres.**



# RACE NUMBER BREAKDOWN

## RACE NUMBER:

To the right is an example of your race number, prefixed with a letter which corresponds to the start pen you have been allocated based on your predicted finish time. This indicates which start pen to head to on race day—just follow the signs and our volunteers' directions.

## BAGGAGE LABEL & CLAIM TICKET:

At the bottom of your race number are two tear-off tags. The bottom tag attaches to your bag and is your baggage label. The top tag is your reclaim tag—keep this attached to your race number throughout the run and have it ready to hand to the baggage staff to collect your bag quickly after the race. Alternatively, pass it to your cheer squad to keep safe and they can collect your belongings on your behalf.

## BOX NUMBER:

This number is only used by our baggage staff to retrieve your bag after the race.

## NAME BOX:

Make sure you write your name on the front of your bib, so spectators can cheer you on!



BY DISPLAYING THIS NUMBER YOU ARE AGREEING TO ABIDE BY THE TERMS AND CONDITIONS AND RULES OF THE EVENT. ONLY THE RUNNER TO WHOM IT IS REGISTERED MUST WEAR THIS RACE NUMBER. THE SWAPPING OF RACE NUMBERS IS STRICTLY PROHIBITED.

**THIS BIT IS IMPORTANT MEDICAL INFORMATION FOR RACE DAY.**

PLEASE COMPLETE IN BLOCK CAPITALS

FULL NAME

DO YOU HAVE ANY MEDICAL CONDITIONS OR ALLERGIES AND ARE YOU TAKING ANY MEDICATIONS? IF YES, PLEASE GIVE DETAILS BELOW:

NAME OF EMERGENCY CONTACT ON RACE DAY

PHONE NUMBER OF EMERGENCY CONTACT

IS ANYONE WITH YOU AT TODAY'S EVENT? YES / NO. NAME

THEIR MOBILE NUMBER

IF YOU ARE IN DOUBT ABOUT PARTICIPATING PLEASE CONTACT YOUR LOCAL DOCTOR FOR ADVICE AND/OR MEDICAL CHECK-UP

**EAS - EVENT ALERT SYSTEM**

RACE CONDITIONS	ACTION
<b>EXTREME</b> EVENT CANCELLED / EXTREME CONDITIONS	- Participation stopped. - Follow event official instruction
<b>HIGH</b> HIGH RISK CONDITIONS	- Slow down. - Observe course changes. - Follow event official instruction. - Consider stopping
<b>MODERATE</b> ADVERSE CONDITIONS	- Slow down. - Be prepared for worsening conditions
<b>LOW</b> GOOD CONDITIONS	- Enjoy the event - Be alert

USE THIS TICKET TO RECLAIM YOUR BAG

PULL END OF LABEL THROUGH SLIT

BAGGAGE LABEL

# EVENT ALERT SYSTEM

In place for this year's ASICS London 10K will be a colour-coded 'Event Alert System' (EAS), which will be used to communicate the status of course conditions on race day.

The levels range from **low (green)** to **moderate (yellow)** to **high (red)** to **extreme (black)** based on the weather and other course conditions. On race day, the status will be communicated via coloured flags in several places including the start line, finish line, bag drop area and at drink stations, so please keep an eye out for them.

## RACE CONDITIONS / ACTIONS

<b>EXTREME</b>	<b>EVENT CANCELLED / EXTREME CONDITIONS</b>	- Participation stopped. - Follow event official instruction.
<b>HIGH</b>	<b>HIGH RISK CONDITIONS</b>	- Slow down. - Observe course changes. - Follow event official instruction. - Consider stopping.
<b>MODERATE</b>	<b>ADVERSE CONDITIONS</b>	- Slow down. - Be prepared for worsening conditions.
<b>LOW</b>	<b>GOOD CONDITIONS</b>	- Enjoy the event! - Be alert.

# go gamers!

Thank you, Team SpecialEffect runners, for bringing even more video game magic and inclusion to people with disabilities!



[www.specialeffect.org.uk](http://www.specialeffect.org.uk)



We're CALM, the Campaign Against Living Miserably, and we're leading a movement against suicide. Join us at events all across the country to send a bold message on the power of exercise and community to boost mental and physical health.

[THECALMZONE.NET/RUNCALM](http://THECALMZONE.NET/RUNCALM)

CAMPAIGN  
AGAINST  
LIVING  
MISERABLY  
CALM





# CONGRATULATIONS FROM EVERYONE AT THE WORLD'S UNDISPUTED LEADER IN BUSINESS NEWS



Proud sponsor of ASICS London 10K Corporate Challenge

Source: Ipsos Affluent Survey Asia Pacific Q1'18-Q4'18; Ipsos Affluent Spring 2019; Ipsos Affluent Europe 2019

CNBC.com     

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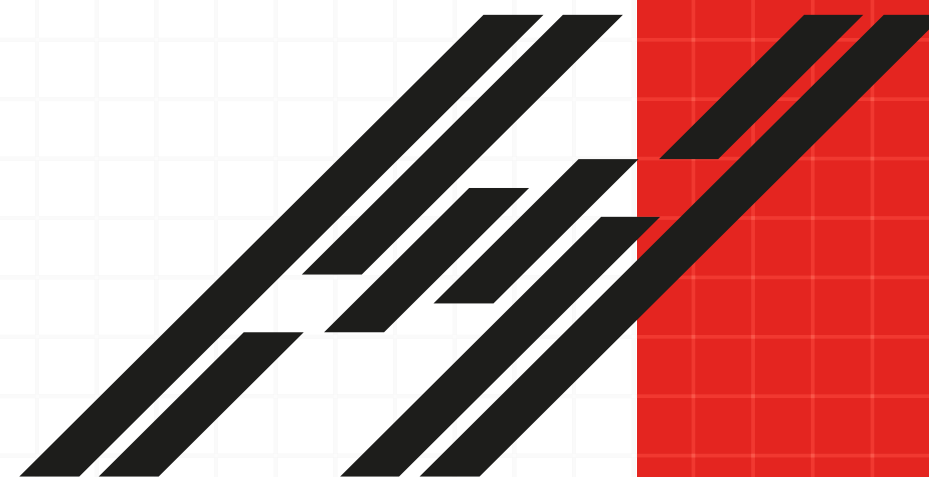
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YOUR BEAUTY

# FOREO

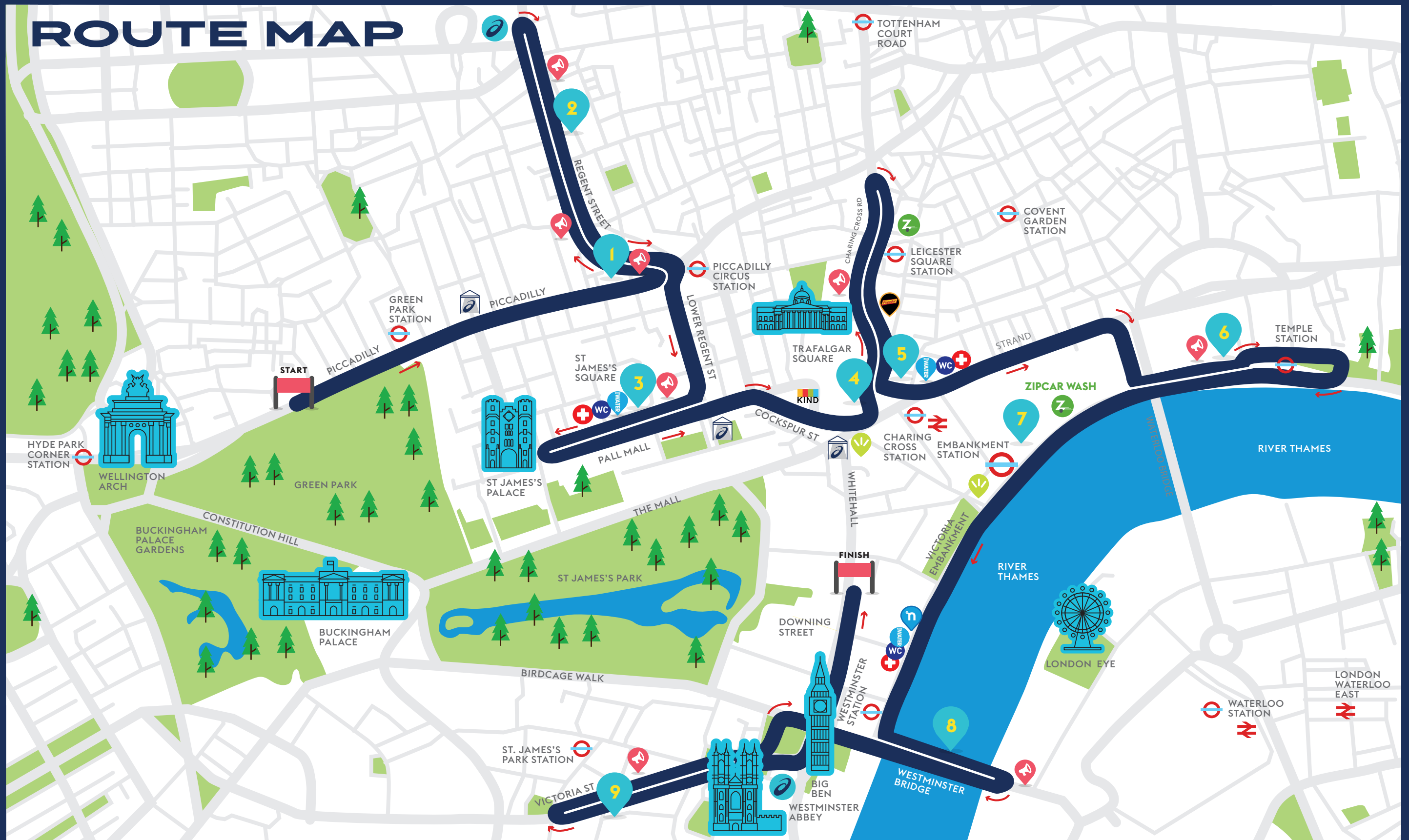
LUNA™fofo and  
LUNA™mini 2



**15 - 17 MAY 2020**  
**PRE-REGISTER NOW**  
[WWW.VIRGINSPORT.COM/HACKNEY](http://WWW.VIRGINSPORT.COM/HACKNEY)



# ROUTE MAP



**asics**

**LONDON 10K**

21/07/2019

 UNDERGROUND STATION

 WATER

 ENTERTAINMENT

 MICHELOB ULTRA FAN HUB

 POWERED BY KIND

 NATIONAL RAIL STATION

 TOILETS

 NUUN ELECTROLYTE

 ASICS SUPPORTER TENT

 ZIPCAR CHEER ZONE

 KILOMETRE MARKER

 FIRST AID

 POWERGEL SHOTS

 ASICS CHEER ZONE



# ENTERTAINMENT ON ROUTE

The route will come alive with sounds from our epic line-up of live bands and DJs positioned at every kilometre. They'll be giving runners a bit of extra motivation and help keep the pace going!

- 0.9 & 2.4 KM  
Drum works
- 1.1 & 2.1 KM  
Kitty & the Purramours
- 1.5 & 1.7 KM  
South London Samba
- 2.9 & 3.1 KM  
The Old Jelly Rollers
- 3.9 KM  
Fan Hub 1, Virgin Sport DJ
- 4.2 & 4.8 KM  
Brass Bound
- 6 KM  
DJ G
- 7.2 KM  
Fan Hub 2, Virgin Sport DJ
- 8.1 KM  
Tamashi Taiko
- 8.9 & 9.2 KM  
The London Street Band

## Partner Activations on Route:

### ASICS

Look out for the ASICS cheer zones and expect to see a huge crowd of friends, families, ASICS FrontRunners and other community runners all cheering united. Your friends and family can create personalised message boards providing you with some extra on-route encouragement.

### KIND

Be 'powered by KIND' to the finish line with motivational messages from friends and family being displayed to runners on a big screen on route.

### Zipcar

Perfect for a hot summer's day, Zipcar will be keeping you cool with their refreshing 'Zipcar-Wash', and help you move through the gears with their 'Run Smarter' cheer zone.



# PACER TIMES & INTRO

Here is the full list of our dream team of pacers uniting with you to take on the ASICS London 10K. All pacers will be wearing bright pacer flags and will be waiting for you within the start pens on race morning. They'll be carrying emergency supplies of hair ties, Vaseline, sweets and more- we expect them to be your new best friend by the end!

FINISHING TIME	NAME	CLUB OR CREW
0.40	Danny O'Reilly	ASICS FrontRunner
0.40	Marcus Sladden	ASICS FrontRunner
0.45	Jonathan K	ASICS FrontRunner
0.45	Paul Addicott	
0.45	James Thomas	ASICS FrontRunner
0.50	Ellie-May Brooks	Run Dem Crew
0.50	Kisha Wiltshire	
0.50	Matthew Tremlett	
0.55	Luc Prince Agbodjan	
0.55	Alan Li	ASICS FrontRunner
0.55	Dora Atim	Run Dem Crew
1.00	Becca Burns	ASICS FrontRunner
1.00	Anna Harding	The Running Channel
1.00	Rachel Diver	ASICS FrontRunner
1.00	Tahlia Gray	Run Dem Crew
1.00	Jevi Tariq	ASICS FrontRunner
1.00	Jarnail Singh	ASICS FrontRunner
1.05	Kemi Mafe	Run Dem Crew
1.05	Hongyu Tian	
1.10	Melissa Jonga	Almost Athletes
1.10	Livvy Hill	ASICS FrontRunner
Joggier	Charlotte Geerse	ASICS FrontRunner
Joggier	Lorna Heslop	BackPackers
Joggy	Jenny Waites	BackPackers
Joggy	Orla Georgian	BackPackers
Walk/Jog	Natalie Doble	BackPackers
Walk/Jog	Anne-Marie Denton	BackPackers
Walk/Jog	Leeanne Adu	BackPackers







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Join our team to help more children with cancer ring the end of treatment bell

Get in touch today to sign up and help fight the injustice of cancer in children:

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Registered Charity Number: 298405. Inaugurated by Diana, Princess of Wales.



# OXFORD HALF

## RUN FOR CHARITY

### 13 OCTOBER 2019

[WWW.VIRGINSPORT.COM/OXFORD](http://WWW.VIRGINSPORT.COM/OXFORD)



Dementia is the UK's biggest killer.

We can beat it, but we can't do it alone.

Run with us.

[alzheimers.org.uk/ASICSLondon10k](http://alzheimers.org.uk/ASICSLondon10k)



Alzheimer's Society  
United Against Dementia





GREAT ORMOND STREET HOSPITAL CHARITY

# FUNDRAISE FOR GOSH!

**MAKE YOUR RUN LIFE CHANGING**

Use your place in the ASICS London 10k to run for us and be a champion for seriously ill children at Great Ormond Street Hospital.

[gosh.org/london10k](http://gosh.org/london10k)



Registered with FUNDRAISING REGULATOR

Great Ormond Street Hospital Children's Charity. Registered charity no. 1160024.



# SPECTATOR INFORMATION

The ASICS London 10K isn't just for the runners, it's also for all the dedicated fans that have helped, supported, and cheered the runners to get to where they are. To us, you are no spectator... you're a spectathlete!

Here is everything you need to know for race day, so all you need to do is concentrate on bringing the cheer. The route is filled with pockets of fun – live entertainment at Fan Hubs and cheering zones from our brand and charity partners, so read on to see where you need to be on 21 July.

## WHAT YOU NEED TO KNOW

### Race Start 09:30

The race will start at 09:30 on Piccadilly, close to the Japanese Embassy. Runners will start the race in waves approximately every few minutes.

The finish line is on Whitehall alongside the 'Women in War' memorial. The first runners are expected back just after 10:00, with majority of runners crossing the finish line between 10:15 and 11:45.

## Entertainment

Positioned along the route will be some fantastic live entertainment to energise the runners and keep spirits high for all involved.

## Information Points

Roaming information marshals wearing hi-vis Virgin Sport vests will be on hand to help you with any questions you might have, as well as providing directions.

## Meeting Points Post-Race

The area around the finish line will be incredibly busy after the race with thousands of runners, spectators and members of the public. We highly recommend arranging an alternative post-race meeting point away from the finish and bag drop area. Please agree your meeting point in advance.

## Charity Cheer Points

A few awesome charity partners will be cheering runners on the 10k route. Feel free to join, yell and wave with them.

### 3.5KM

Great Ormond Street Hospital

### 4.1KM & 5KM

CALM

### 4.5K

Children with Cancer UK

### 7.2KM

Cancer Research UK and  
Alzheimer's Society

### 9.6KM

Special Effect

# Give KIND a try™



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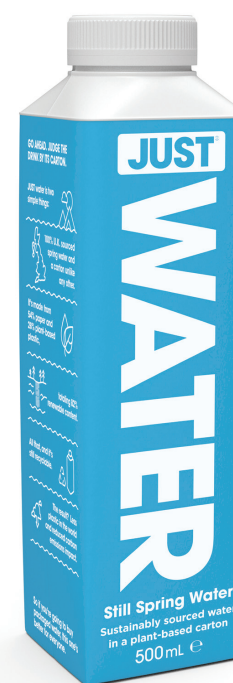
whole, natural  
ingredients



free from



JUST  
WATER



Made from 82% renewable materials.

Carton from paper. Cap from sugar cane. Recyclable and refillable.

JUST is better for everyone.

JUST  
WATER

## ONE CARTON MAY NOT SAVE THE WORLD BUT IT'S A START

Find out more  
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f @JUST

Netherlands:  
[info@d-drinks.nl](mailto:info@d-drinks.nl)  
[www.d-drinks.com](http://www.d-drinks.com)



# MICHELOB FAN HUB MAP

## Michelob ULTRA Fan Hub 1: Charles I Roundabout

Kick off the day at Michelob ULTRA Fan Hub 1, located just south of Trafalgar Square next to the Charles I statue. There will be Tune Trucks DJs performing, while you wait for your runner to whizz by!

**First runner to pass by ~09:42am**

**Last runner to pass by ~10:52am**

Please be sure to use the Charing Cross underground station to cross the route while the race is taking place.

## Michelob ULTRA Fan Hub 2: Victoria Embankment

Next stop is a short walk down Northumberland Avenue to Michelob ULTRA Fan Hub 2, where again our DJs will be spinning all your favourite tunes.

**Distance from Hub 1 to 2: 350m**

**Time to walk at 5 kph: 4 minutes, 12 seconds**

**First runner to pass by ~ 09:51am**

**Last runner to pass by ~ 11:23am**

## Whitehall Finish Line:

Next up, the finish line! Head back on Northumberland Avenue, taking the first left onto Whitehall Place, then left again onto Whitehall where the finish line is based.

**Distance from Hub 2 to Finish Line: 500m**

**Time to walk at 5 kph: 6 minutes**

**First finisher ~10:00am**

**Last finisher ~12:20am**

## North Terrace, Trafalgar Square:

After your congratulatory hugs and high-fives, head North on Whitehall to the post-race celebration and spectator zone on the North Terrace of Trafalgar Square.

Here your runner will collect their exclusive ASICS finisher shirt, there will be photo ops and more.

**Distance from Finish to North Terrace: 550m**

**Time to walk at 5 kph: 6 minutes, 36 seconds**





# ACKNOWLEDGEMENTS

## Thank you!

Race day is only possible thanks to the amazing host of volunteers, partners, pacers, residents, local businesses and organisations who pull out all the stops and go the extra kilometre to put on a race day to remember. To the many other partners; ASICS, KIND, Zipcar, FOREO, Just Water, Nuun, PowerBar- thank you for all your support in joining us for the first ever ASICS London 10K!

To the Westminster Council, whose vision, dedication and commitment have helped us make it all possible.

And lastly, thank you to all the amazing entertainment provided on route.

We hope to see you next year at the next ASICS London 10K.



zipcar. FOREO



City of Westminster

# RUN UNITED



## BE PART OF OUR AMAZING VOLUNTEER CREW

**WHERE:** CENTRAL LONDON

**WHEN:** 21 JULY

**WHAT:** ASICS LONDON 10K

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