

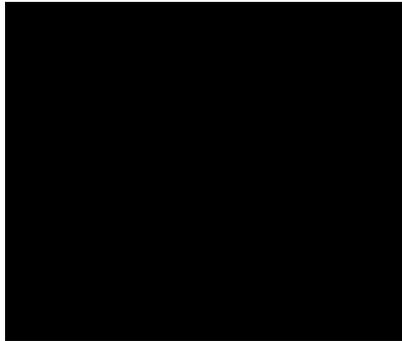


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# *Press Release*

**FOR IMMEDIATE RELEASE:**

**Friday, 9 June, 2017**



## **ANNUAL PORT SUNLIGHT RACE DAY SELLS OUT WITH TWO WEEKS TO GO**

### **Unilever continues to sponsor established event**

The sixth annual Port Sunlight Village race day takes place next weekend (Sunday, 18 June), with places selling out with two weeks to go.

The two-race event is staged in the heart of the picturesque village of Port Sunlight in Wirral, with the race routes taking runners round the tree-lined boulevards.

The BTR Port Sunlight Village Road Race is organised in conjunction with Port Sunlight Village Trust (PSVT), with sponsors Unilever supporting the race day for a fourth year.

This is the sixth consecutive year of the event, which features a 5K race and two-lap 10K followed by a children's 1K fun run.

Unilever is sponsoring the race day as part of its brightFuture campaign. One of the company's goals is to help a billion people around the world improve their health and well-being by 2020.

A team of 85 runners from Unilever will take part in the 5K, 30 of whom have successfully completed the Couch To 5K running training programme – using lunch breaks and after work training runs to prepare for the race.

Unilever is extremely proud of its history and heritage in Port Sunlight, where company founder William Lever built his factory and village in 1888. The company continues to have world class manufacturing, R&D and IT facilities based here, along with a third of its UK workforce. Unilever's brands include household names Persil, Dove, Tresemme, Radox, Comfort and Surf.

**Cameron Jones, Head of Unilever Port Sunlight, commented:**

“Unilever is delighted to be supporting the BTR Port Sunlight Village Road Race for a fourth consecutive year. As a global brand with our roots firmly established in Port Sunlight Village, we feel this is a perfect way to show our commitment to the village while encouraging people to get fit and active. Good luck to everyone taking part, including our own Unilever team who have taken on their challenge with real determination.”

The 5K race starts at 10am, followed by the 10K race at 11am. Both race distances are now sold out – with more than 1,500 runners signed up to participate.

All finishers receive a technical T-shirt, commemorative medal and goody bag which includes items from sponsor Unilever, as well as complimentary entry into the Port Sunlight Village Museum.

For the past three years, a group of dedicated runners have taken on the double challenge to run both races – the 5K followed by the 10K. This new tradition continues for 2017 with over 70 runners preparing to take part in both races – the biggest number of double runners to date. And for the first time, they will also receive a specially commissioned 15K technical T-shirt to highlight their achievement – a new addition to the runner experience.

The event welcomes runners of all abilities – those taking part in their first 5K or 10K; fundraisers; as well as those chasing a new personal best. Last year's event saw three new course records being set – showcasing the excellent standard of the race, course and running.

A new 5K male course record was set by winner Aaron Jarvis from Liverpool Pembroke & Sefton Harriers, who was the first male home in 16.11.



Dejene Gezimu from Liverpool Harriers AC took the top honours in the 10K with a time of 30:19 setting a new time to beat. While Sophie Whiteside from Liverpool Harriers AC was the first female 10K finisher with a time of 36.42 and setting a new female course record.

Youngsters are also given their own 1K Fun Run. This takes place on closed roads at approximately 12.30pm after both races have been completed. Places in the children's fun run are still available and entry is £5, which includes a medal and goody bag. Entries will be taken on the day but parents are advised to register their interest in advance by emailing [alan@btrliverpool.com](mailto:alan@btrliverpool.com)

The BTR Port Sunlight Village Road Race has become firmly established in the destination's event calendar and on the region's running scene, attracting runners and spectators to the historic village to enjoy the day's proceedings.

Port Sunlight Village Trust is an independent charity set up in 1999 to be responsible for the preservation and promotion of the Port Sunlight Conservation Area. The Trust invests nearly £3million each year in building maintenance and repair, heritage conservation, and lifelong learning programmes for residents, the local community, and domestic and international visitors.

**Paul Harris, CEO of Port Sunlight Village Trust, added:**

"We're counting down to hosting this year's BTR Port Sunlight Village Road Race next weekend. The event is perfect for attracting new visitors to Port Sunlight, particularly runners and their families. We look forward to welcoming the runners and spectators to the village to show them first-hand what a special place it really is – see you there."

BTR Liverpool is the leading independent organisation for creating, managing and delivering headline race events across Liverpool City Region. Its portfolio also includes the Mersey Tunnel 10K; Liverpool Santa Dash; 26-mile Whistle Stop Tour Of Wirral; and the award winning Wirral Half Marathon/10K.

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