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Press Release

FOR IMMEDIATE RELEASE:
Wednesday, 30 November, 2016



MERSEY CELEBS GEAR UP FOR THIS WEEKEND'S 13th ANNUAL SANTA DASH

Smith boxing brothers, Liverpool FC legend, TV stars

Some of Merseyside's biggest sporting stars from the worlds of boxing and football are gearing up to pull on a Santa suit and their trainers ready for this weekend's Liverpool Santa Dash.

The Radio City Liverpool Santa Dash is the UK's biggest festive 5K fun run. It takes place this Sunday (4 December), starting at 9.30am from Pier Head Liverpool.

There are just days left to register. Enter in person at Rapid Discount Outlet in Liverpool city centre or the BTR office at 82 Market Street in Hoylake.

Liverpool boxing family, the Smith brothers, swapped their boxing gloves and boxing ring for a Santa suit and the ice rink at the Ice Festival at the Pier Head for a bit of festive fun ahead of Sunday's 13th annual Liverpool Santa Dash, when they will be joined by younger brother Callum.

Santa Dash regulars Liverpool Football Club legend Alan Kennedy, and Brookside and Benidorm favourite Philip Olivier also took to the ice ahead of Sunday's Santa Dash when they will also be taking part.

The familiar faces were joined by Liverpool drum/percussion band Katumba, who will be making plenty of noise outside Moorfields on Sunday as the Santas dash past them and head along Dale Street towards the finish line at Liverpool Town Hall.

Paul, Stephen, Liam and Callum are taking part in the festive extravaganza to raise money for Liverpool charity, Autism Initiatives.



The Smith brothers explain:

"We cannot wait to take part in this year's Liverpool Santa Dash to raise awareness of autism. Our younger sister Hollie has autism so we all want to do our bit to help – we even have autism printed on our boxing shorts to help make people more aware. We're looking forward to doing the Santa Dash to raise money and have fun. See you all there!"

Another Santa Dash regular taking part on the day is everyone's favourite handyman Craig Phillips, the original winner of reality television show Big Brother.

Look out for the 10 ever present Santas who have taken part in every Liverpool Santa Dash to date since the festive fun run began in 2004. They'll be taking part wearing their 12 medals, ahead of collecting their 13th on the day.

Dave Kelly from Radio City's Breakfast Show has also joined the Santa Dash party and will be on stage at the Pier Head to help officially start the fun run with the Lord Mayor of Liverpool, Councillor Roz Gladden, whose Consort Councillor Roy Gladden will be taking part in the Santa Dash.

Radio City's Alex James and Scott Hughes will be cheering on the Santas as they cross the finish line at Liverpool Town Hall, before they officially start the 1K Mini Dash on Castle Street at approximately 11am.

With just days to go until the Radio City Liverpool Santa Dash in association with Blue Air, it's the final chance to sign up and be part of the festive spectacular and join these familiar faces on the start line. You never know, you may even manage to grab a selfie along the way!

Supporting the Liverpool Santa Dash, organisers of the Ice Festival at Pier Head Liverpool are donating complimentary places for the first 100 Santas to visit the Pier Head attraction after the Santa Dash.

The free tickets will give the 100 lucky Santas entry into the festival, a ride on the ice slide and skate on the ice rink. Santas must be wearing their Santa suit and medal to be eligible. Visit the Ice Festival Box Office on the day to claim a free place.

Highly regarded as Liverpool's kickstart to Christmas, the Santa Dash brings the city to life with Christmas cheer for all the family when it is transformed into a sea of red, blue and mini Santas.

The Radio City Liverpool Santa Dash is brought to you by organisers BTR Liverpool, whose Race Director Alan Rothwell created the event in 2004. Three years later, BTR introduced the 1K Mini Dash for youngsters, followed by the addition of blue Santa suits in 2010.



BTR Liverpool are the team behind some of the biggest and most popular running events in the region including the Vitality Liverpool Half Marathon; Mersey Tunnel 10K; and award-winning Wirral Half Marathon and 10K.

The Radio City Liverpool Santa Dash starts at Pier Head Liverpool at 9.30am and finishes outside Liverpool Town Hall, where even real snow is guaranteed as the Santas cross the finish line. The little ones also have their very own fun run – the 1K Mini Dash is for youngsters aged 12 and under. It starts in Castle Street at approximately 11am when the main Santa Dash has finished.

The Santa Dash is open to everyone and is accessible to all, each year attracting individuals; families; charity runners; work places; and corporate organisations. Wheelchair participants and prams are also welcome, and even unicyclists have been spotted along the route adding to the fun.

The largest groups to register so far are Merseyside Fire & Rescue Service who have taken part each year since 2008 and this year have 60 Santas taking part; with 51 from the 5 Borough Partnership NHS Foundation Trust in Warrington; children's charity KIND have a group of 40; with 31 representing the Autism Initiatives.

You can help make a difference by supporting the event's three official charities. Under the banner of the BTR Footsteps Fundraisers initiative, Santas are invited to dash and raise cash for the event's official charity partners for 2016 who are Radio City's Cash For Kids, Everton in the Community, and Zoe's Place Baby Hospice. All funds raised by Santas will be split equally between the three charities.

Sponsor forms are available from BTR. Santas can set up their own online page via the Everyday Hero fundraising website, for more details visit <https://www.everydayhero.co.uk/event/BTRSantaDash>

The last entries are being taken in Liverpool and Hoylake. Entry includes a Santa suit and all Santas finishing the fun run will receive a commemorative medal. Blue Santa suits have now sold out. There are no entries on the day.

Register or collect your Santa suit from the BTR office at 82 Market Street in Hoylake. The office will be open until 5pm on Friday (2 December). Or call into Rapid Discount Outlet in Liverpool city centre (opposite the Radio City Tower), to register or collect Santa suits until 12pm on Saturday (3 December).

The Fit For Me get active campaign is encouraging Santa Dash participants to keep their eyes peeled for the very special purple Santa taking part – actor and five time kickboxing champion Lee Charles. Lee will be joined by 100 Fit For Me runners/walkers who will be wearing purple hats – to join the Fit For Me group at the Santa Dash email hello@fitforme.info



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This year, the Fit For Me campaign – which launched in July and aims to inspire and get everyone more active in Liverpool – has joined forces with race organisers BTR to encourage participants to use the Santa Dash as a springboard to being more active. This means doing as little as 10 minutes more activity, getting off the bus a stop earlier or simply taking the stairs instead of the lift.

If you spot the Fit For Me purple Santa on Santa Dash day ask him for a selfie – post it on Facebook and tag @FitforMeLpool in the post and you will have a chance to win a Fitbit.

Online entries have now closed but full details about the Radio City Liverpool Santa Dash event can be found at <http://www.btrliverpool.com/santa-dash>

Website www.btrliverpool.com
Facebook Facebook/BTR Liverpool
Twitter @BTRLiverpool

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Notes to Editors

RADIO CITY LIVERPOOL SANTA DASH – OFFICIAL VIDEO

A video of the official launch is available, free for media use. Please credit Media Stir/BTR Liverpool when using – https://youtu.be/WvLFXP_wQqY

FOOTAGE FROM LAST YEAR'S LIVERPOOL SANTA DASH – OFFICIAL VIDEO

The official video showcasing last year's event is available, free for media use. Please credit Media Stir/BTR Liverpool when using –
<https://www.youtube.com/watch?v=lrLLRQ-2bKY>

About BTR Liverpool:

BTR Liverpool is the leading independent organisation for creating, managing and delivering headline race events in Liverpool City Region. The team stages a number of headline events annually, which continue to develop and grow year on year. Established in 2006, BTR Liverpool prides itself on the quality and delivery of its events; its strong links with the running community; and engagement with local charities.

BTR Liverpool Race Director Alan Rothwell has been part of the running community since he began racing as a teenager, which developed into race organising over 20 years ago. Alan's own personal achievements include finishing 42 Marathons in a 25-year period – including running the London Marathon 22 times; the New York Marathon six times; as well as the Liverpool and Stockholm Marathons.



BTR Events for 2016:

- 4 December: BTR Liverpool Santa Dash

BTR Events 2016 (already taken place):

- 13 March: Vitality Liverpool Half Marathon/10 Mile
- 17 April: BTR Port Sunlight 10K/5K/Children's 1K Fun Run
- 22 May: Run For The 96 5K
- 19 June: BTR Mersey Tunnel 10K
- 3-9 July: BTR Tour Of Merseyside (52 miles)
- 4 September: BTR Kids' 1K 2K 3K Fun Run
- 9-11 September: BTR Whistle Stop Tour Of Wirral (26 miles)
- 11 September: BTR Wirral 10K/Wirral Half Marathon
- 11 November: Merseyside Running Community Awards

A message from the three BTR Footsteps Fundraisers' charities:

Cash For Kids

Cash for Kids are the official charity of Radio City. We are a children's charity recognised for helping children and young people suffering from poverty, sickness, physical and mental disabilities. We distribute grants to children's charities and community groups, aiming to improve the lives of children in Liverpool, North West and North Wales. We are a charity known for its commitment to making a difference to those it supports. We have raised in excess of £3.4m over the last six years and helped over 300,000 children.

www.radiocity.co.uk/cashforkids

Everton in the Community

Everton in the Community is firmly established on the world stage of community sports development and, since its launch in 1988, has become one of the Premier League's leading community schemes due to the quality and reach of its various programmes, supporting the most vulnerable and underprivileged members of local communities. Through its dedicated staff and volunteers, the charity offers programmes covering a range of social issues including health, employability, anti-social behaviour, crime, education, dementia, poverty, youth engagement, youth justice and disability. As a registered charity, we rely upon financial support from donations; sponsorship from working partners and monies raised through fundraising events to enable the charity to continue its valuable contribution to local neighbourhoods.

<http://community.evertonfc.com/>

Zoë's Place

Zoë's Place Baby Hospice provides specialist palliative and respite care for babies and small children from birth to age 5. Our bespoke one-to-one care is for babies



who suffer with life limiting or life threatening conditions, and this is provided by registered nurses, play leaders, physiotherapists and other care specialists 24 hours a day, 7 days a week. We can care for up to six babies at any one time, and we are currently supporting 55 families per year. It costs our charity £3,800 per day to maintain our current level of care and we can only achieve this through the ongoing support we receive from our supporters.

www.zoes-place.org.uk/liverpool/

About the Ice Festival at Pier Head Liverpool:

Liverpool's Christmas Ice Festival is part of the One Magical City campaign linking attractions across the city over the festive season. It will run at the Pier Head from November 11 until January 3, closed only on Christmas Day.

With an all-weather ice rink, giant 45metre ice slide, Ice Bar, rides, games and lots of fantastic food and drink stalls, there's something for all the family to enjoy.

Advanced tickets, which are 10% off the regular price and will guarantee day and time slots for skating and sliding, can be booked by visiting www.icefestivalliverpool.co.uk.

Follow all the Ice Festival fun and post your own Ice Festival Liverpool photos on Facebook: LiverpoolChristmasIceFestival Twitter: @LivXmasIceFest and Instagram: liverpoolchristmasicefestival

About the Fit For Me campaign:

The Fit For Me campaign is supported through a partnership between Liverpool City Council, NHS Liverpool Clinical Commissioning Group and strategic stakeholders with the aim of encouraging people to adopt a more active lifestyle. It is part of Liverpool's Physical Activity and Sport Strategy 2014-21 which sets out the vision for Liverpool to be the most active city in England by 2021.

Terms and conditions for the Fitbit competition can be found on the Fit For Me website www.fitforme.info

Like and follow social pages www.facebook.com/FitForMeLpool or @FitForMeLpool (<https://twitter.com/FitForMeLpool>)

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