

Liverpool Santa Dash In Running For National Award

March 7, 2014

Liverpool's colourful Santa Dash is in the running for a national award – and your vote counts! Organised by BTR Liverpool, the 5k festive fun run has been shortlisted in The Running Awards 2014.

After three months of nominations, the shortlist has now been announced with the BTR Liverpool Santa Dash making the final 12 in the Best Fun Run category.

Voting is open until 6pm on 10 April. Winners will be announced the following evening at an awards gala in London, which is being held in conjunction with The Virgin Money London Marathon Exhibition where all finalists will be showcased to runners from across the world.

The BTR Liverpool Santa Dash is a firm favourite in the City's events calendar. Each December, thousands of red and blue Santas make their way round the route, which starts at the iconic Pier Head and finishes outside Liverpool Town Hall.

First staged in 2004, the Liverpool Santa Dash was the brainchild of BTR Race Director Alan Rothwell and the event attracted 2,000 runners. In 2007, BTR also introduced a 1k Mini Dash element to the race, especially for younger participants.

The event has continued to grow in popularity, and last year's 10th anniversary Santa Dash attracted 10,299 runners – with a quarter of runners coming from outside Liverpool City Region.

The 2013 event narrowly missed out on the Guinness World Record for the world's largest Santa Dash. Las Vegas retained the title with 11,201 runners. Liverpool last held the accolade in 2010 and organisers are determined to reclaim the record.

BTR's Alan Rothwell commented: "We are thrilled the BTR Liverpool Santa Dash has been shortlisted in the Fun Run category in The Running Awards 2014 – as that's exactly what it is, lots of fun.

"Race entries for both the Dash and the Mini Dash grow each year which is huge testament to how much people enjoy the event, with many participants enjoying a day out centred round the run.

"It really is a fantastic sight to see the City literally overrun with blue and red Santas – which is a nice nod to the City's healthy football rivalry. You'll also see youngsters in decorated prams; wheelchair participants; and even dogs dressed in festive attire – making it a very inclusive event.

"We'd urge everyone who enjoys the excitement of the Liverpool Santa Dash to vote and make it the Fun Run of the Year 2014."

Liverpool City Council's Assistant Mayor and Cabinet Member for Culture and Tourism, Councillor Wendy Simon, took part in the 2013 Liverpool Santa Dash. She added: "I am delighted that the hard work of everyone involved in the Santa Dash,

from organisers to participants, is being recognised with the nomination of this national award.

“The Santa Dash is such a fun event which sees young and old come together for a great day out. I hope we can continue to encourage and inspire people across the City to sign up for this year’s Santa Dash and raise even more money for worthy causes.”

Vote for the BTR Liverpool Santa Dash by visiting www.therunningawards.com

This is the second award BTR races have been shortlisted for this year. The inaugural BTR Wirral Half Marathon/10k has been shortlisted as Event Of The Year in the Wirral Tourism Awards 2014. The winners will be announced on 2 April at the Floral Pavilion Theatre & Conference Centre in New Brighton.