

RUNNERS HEAD TO CITY FOR LIVERPOOL HALF MARATHON

March 26th 2015

First year as part of national Vitality Run Series

Liverpool is set to welcome over 6,200 runners from across the world this weekend for the Vitality Liverpool Half Marathon.

The 22rd annual Liverpool Half Marathon takes place this Sunday (29 March), starting at 9am, with the 13.1-mile race taking in many of the city's key landmarks along the route.

First staged in 1994, the event has gone to develop and grow to become the North West's biggest Half Marathon – quite a coup for the city.

The Vitality Liverpool Half Marathon, organised and delivered by BTR Liverpool, is now part of the Vitality Run Series of eight specially chosen race events across the country.

The Liverpool race brings the first year of the Vitality Run Series to a close. This is year one in a three-year sponsorship agreement with Vitality.

The race starts and finishes at the iconic Pier Head Liverpool, where a race village will be located.

Along the way, runners will see the UNESCO World Heritage Sites the Liverpool Waterfront and Albert Dock, as well as attractions the Museum Of Liverpool, Liverpool Cathedral, Sefton Park Palm House, and Otterspool Promenade.

The event continues to prove popular with overseas runners travelling to Liverpool specifically to take part in the event. This year there are 15 nations represented, making it a truly international event.

The international runners are representing Belgium, Denmark, France, Finland, Germany, Ireland, Italy, Isle of Man, Hong Kong, Malaysia, Norway, Poland, Spain, Sweden, and the United States of America. These include almost 100 runners travelling from the Isle of Man, 35 from Ireland, and 20 from Spain.

BTR Liverpool is the leading independent organisation for creating, managing and delivering headline race events in Liverpool City Region. Its portfolio of nine other race events includes the Liverpool Santa Dash, Wirral Half Marathon, Mersey Tunnel 10K and Tour Of Merseyside.

All finishers receive a bespoke medal and a commemorative Brooks T-shirt, and a goody bag.

Brooks, the footwear, apparel and accessories specialist, are an official race partner. The event is also being supported by Lucozade Sport.

BTR Race Director Alan Rothwell commented:

“The Liverpool Half Marathon is the most established race of its kind in the North West, and we are delighted to now be part of the national Vitality Run Series to further grow and develop the event.

“Being able to start and finish the race on a UNESCO World Heritage Site is a major attraction for runners, especially for those taking part for the first time or travelling from around the world. As the runners turn onto the home straight and head towards the finish – under the gaze of the iconic Liver Birds – that is one of the most special feelings that runners will ever experience in a race.”

Alan had one last piece of advice for participants and spectators:

“Good luck to everyone taking part on Sunday. Don’t forget, the clocks go forward the night before – so don’t be late! I’d urge spectators to come along on the day and cheer on the runners on their valiant efforts, it’s going to be a great day. Be part of it.”

Suggested key spectator points are Princes Park, Sefton Park, Otterspool Promenade and the Pier Head.

Limited entries are still available by calling into BTR at 23 Hatton Garden, Liverpool, L3 2FE, on Thursday or Friday. The office is closed on Saturday.

The race is the latest event in a year-long joint fundraising partnership between BTR Liverpool and its five official charities. The BTR Footsteps Fundraisers initiative will bring the charities together to benefit financially through BTR’s key race events over a 12-month period by encouraging participants to fundraise and support them.

The five BTR Footsteps Fundraisers official charities are Radio City’s Cash For Kids, Claire House Children’s Hospice, Everton in the Community, Jospice, and Roy Castle Lung Cancer Foundation. More details can be found at www.everydayhero.co.uk/event/supportbtrfootsteps

Meanwhile, two BTR events are currently in the running for awards, and BTR is appealing for the public to vote.

The BTR Wirral Half Marathon/10K has been shortlisted as Event Of The Year in the Wirral Tourism Awards 2015. Winners will be announced at an awards ceremony at the Floral Pavilion in New Brighton on 15 April.

It’s the last chance to vote for the BTR Liverpool Santa Dash as Fun Run Of The Year in the national Running Awards. The event has been shortlisted for the second consecutive year. Voting closes this Friday (27 March) – vote here <http://therunningawards.com/vote/30/35#vote>