



EVENTS
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Press Release

FOR IMMEDIATE RELEASE:
Monday, 28 November, 2016



DASH AND RAISE CASH FOR OFFICIAL CHARITY TRIO

Cash For Kids, Everton in the Community and Zoe's Place

Liverpool's dashing Santas are being invited to pull on their trainers and Santa suit for a day of fun while raising much-needed cash for charity.

The Radio City Liverpool Santa Dash is this Sunday (4 December) – and it's the UK's biggest festive 5K fun run.

The city is bursting with Christmas cheer for all the family when it is transformed into a sea of red, blue and mini Santas – and snow is even guaranteed!

Highly regarded as Liverpool's kickstart to Christmas, this is the 13th annual Liverpool Santa Dash. 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.

The Radio City Liverpool Santa Dash in association with Blue Air is brought to you by organisers BTR, who created the event in 2004.

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.

BTR Race Director Alan Rothwell created the Liverpool Santa Dash, he commented:

“We are delighted to work with Radio City’s Cash For Kids, Everton in the Community, and Zoe’s Place Baby Hospice as our three official charities for the Liverpool Santa Dash 2016.

“Our charity partners support the vulnerable in our local communities by providing help where it is needed the most, making a huge difference to thousands of lives each year. So we’re encouraging Santas to get involved and help to raise funds to enable our charities to continue their vital work.”

Santas can set up their own online page via the Everyday Hero fundraising website, visit <https://www.everydayhero.co.uk/event/BTRSantaDash>

Sponsor forms are also available from organisers, BTR. All funds raised by Santas will be split equally between the three charities.

The Radio City Liverpool Santa Dash starts at Pier Head Liverpool at 9.30am and finishes outside Liverpool Town Hall – where there is even real snow 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. This route also finishes at Liverpool Town Hall.

More than 5,000 Santas have already registered to take part. Entry includes a Santa suit and all Santas finishing the fun run will receive a commemorative medal. Blue Santa suits have now sold out.

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), where you can register or collect Santa suits until 12pm on Saturday (3 December). There are no entries on the day.

Online entries have now closed but full details about the event can be found at www.btrliverpool.com



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Website www.btrliverpool.com
Facebook Facebook/BTR Liverpool
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ENDS

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/>



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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/

BTR Media Contact:

Erica Dillon

Press Officer, BTR Liverpool

BTR Liverpool Limited

82 Market Street

Hoylake

Wirral, CH47 3BD

Tel No: 0151 632 3317

Mobile: 07990 501558

Email: erica@btrliverpool.com

Website: www.btrliverpool.com