



Royal Parks Foundation
Half Marathon

NEWS RELEASE

Wednesday 18 January 2012

THE 2012 ROYAL PARKS FOUNDATION HALF MARATHON BALLOT IS OPEN

Today, Wednesday, January 18, the Royal Parks Foundation Half Marathon will open its public race ballot for Britain's most beautiful city run.

Following the success of last year's debut ballot, the Royal Parks Foundation, the charity for London's eight amazing Royal Parks, opens the ballot for the chance to enter this year's Half Marathon, which will take place on Sunday, October 7, 2012.

The ballot, which gives everyone an equal chance to be at the start line, will remain open for nine days on www.RoyalParksHalf.com, from 10.00GMT on Wednesday, January 18, 2012 until 17.00GMT on Thursday, January 26, 2012.

Successful entrants will find out if they have won one of the coveted race places by email on Monday, January 30, 2012, when the ballot draw takes place.

Sara Lom, Chief Executive of the Royal Parks Foundation comments; *"Over three years, the popularity of this top-quality, charity event rocketed to the point where public places sold out in just two hours. The ballot is a much fairer and friendlier way for entrants from the UK and abroad to try and secure their spot on the start line and, in this great year for British sport, we look forward to a particularly exciting race day.*

The Royal Parks Foundation Half Marathon is one of Britain's most beautiful city run. Starting and finishing in Hyde Park, the beautiful 13.1 mile route races through four of London's stunning Royal Parks (Hyde Park, Kensington Gardens, The Green Park and St James's Park) and offers 12,500 runners magnificent views of some of the capital's most iconic landmarks, including Buckingham Palace, the Houses of Parliament, the London Eye, Marble Arch and the Royal Albert Hall to name a few.

Over the last four years, the Royal Parks Foundation Half Marathon has raised near to £11m for more than 360 partner charities, including Mind, Tommy's, Cancer Research UK and UNICEF. Participation in this highly sought-after event also helps the Royal Parks Foundation to support London's national treasures - The Royal Parks - for everyone to enjoy, now and in the future.

The event has grown to be hugely popular with celebrities. Ben Fogle, Nell McAndrew, Jenni Falconer, Gordon and Tana Ramsay, Charlie Webster, Angela Griffin, Tom Aikens, Tessa Sanderson, James Cracknell, Bill Nighy, Charley Boorman, The Saturdays and The Cheeky Girls have all supported in previous years.



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Renowned for its carnival atmosphere and family-friendly appeal, race day also features a scrumptious Food & Fitness Festival, with a host of fun-filled activities and delicious food for runners and their families to enjoy.

And if that isn't enough, there is also Pulse3K(www.pulse3K.com), a race designed to encourage younger runners, aged 11-16, to get fit for their sport outdoors with their friends.

Public places for the Half Marathon cost £45. Those wishing to enter the ballot or find out further details should visit www.RoyalParksHalf.com.

-ENDS-

For further information or to register for one of a small number of media places, please contact:

T: 020 7036 8046

E: csosna@royalparksfoundation.org

NOTE TO EDITORS:

EVENT ORGANISER:

The Royal Parks Foundation is the charity that helps support London's eight amazing Royal Parks. Established in 2003, the charity reaches out to make the Parks part of more people's lives - raising funds for a wide variety of projects from wildlife conservation and landscape restoration, to community sport, art and education. The registered charity number is 1097545, for more information, please visit www.SupportTheRoyalParks.org or visit The Royal Parks at www.royalparks.org.uk

EVENT SPONSORS:

Lucozade is the official Sports Hydration and Nutrition Partner of the Royal Parks Foundation Half Marathon, helping runners achieve their goals. With over 30 years experience in sports nutrition research, visit www.lucozade.com/running for expert advice and more information about the Lucozade Sport product range.

M&S is proud to sponsor the Royal Parks Foundation Half Marathon for the fourth year running. The promotion of healthier lifestyles through the development of innovative food ranges, and encouraging its customers and employees to get active, are two of its key Plan A goals. www.marksandspencer.com/PlanA

EVENT PARTNERS:

Grosvenor House Hotel is proud to be the accommodation sponsor for the Royal Parks Foundation Half Marathon for the fourth year running. Frequented by royalty, celebrities and business leaders since opening in 1929, the historic Grosvenor House became a JW Marriott Hotel in September 2008 and continues its time-honoured tradition for exceptional style, service and facilities.

Matt Roberts, the UK's leading personal trainer, fitness author and founder of Matt Roberts Personal Training, is supporting the event with his expert training programmes and fitness advice. Matt has private training centres in London's Mayfair, Chelsea, Hampstead and The City as well as The Matt Roberts Running Clinic offering biomechanical analysis, foot scans, one-to-one training and group coaching sessions. For more information go to www.mattroberts.co.uk follow Matt Roberts Personal Training on twitter @exercisematt



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Virginmoneygiving.com is the official sponsorship website of the Royal Parks Foundation Half Marathon. It is the not-for-profit online fundraising arm of Virgin Money and was established in 2009. Since its launch, Virgin Money Giving has helped charities to raise over £25 million. More than £1 million extra has been paid to charities through Virgin Money Giving than would have been raised through other online giving services, due to its not-for-profit business model.

GOLDEN OAK CHARITY PARTNERS:

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research. Whilst survival rates have doubled in the past 40 years thanks to its work, more than one in three people will still get cancer at some point in their lives. Its research, entirely funded by the public, is critical to ensuring more people beat it. www.cancerresearchuk.org

Mind is the leading mental health charity in England and Wales. The charity believes no one should have to face a mental health problem alone. It is here for anyone who's stressed, depressed or in crisis. The charity provides information and support, and campaigns for the rights of everyone living with a mental health problem. www.mind.org.uk

Tommy's is a charity that exists to save babies' lives as sadly, one in four women will lose a baby during pregnancy or birth. The charity funds medical research into the causes and prevention of miscarriage, premature birth and stillbirth to improve antenatal care in the UK. Tommy's provides a free information service that informs all parents-to-be about health in pregnancy. Through its work, it aims to halve the number of babies that die during pregnancy or birth by 2030. www.tommys.org

UNICEF UK is the world's leading organisation working for children and their rights in more than 190 countries. As champion of the United Nations Convention on the Rights of the Child, UNICEF works to help every child realise their full potential. For more information, please visit www.unicef.org.uk.

EVENT SUPPLIER:

Limelight Sports is the UK's leading sports participation company. It has created many of the UK's highest profile grassroots sports events and programmes – Nike Run London, Sainsbury's Sport Relief Mile, Sky Ride and Swimathon. It is unique in that it exclusively focuses on developing ideas which increase long term sports participation. In 2010 more than 1.2 million people took part in events or programmes created by Limelight Sports. www.limelightsports.com