



CANCER
RESEARCH
UK



EVENT INFO
SUNDAY 5 FEBRUARY



DEAR WINTER RUNNER

First of all, well done for conquering the cold. This will be our third Cancer Research UK London Winter Run and we've been overwhelmed by the numbers of you keen not to be beaten by the winter; keeping fit, healthy and running outdoors all year. It seems as though the event appeals to all; about a third of you are using it to train for a spring marathon but for 20% of you, it is your first ever running event.

On top of this, we want to say a huge thanks to everyone also using this opportunity to support Cancer Research UK. You've raised hundreds of thousands so far and will hopefully hit a record fundraising amount in 2017. It's not too late even for small levels of support so please give this a final push (get onto [JustGiving](#) and send the link to your friends). The thought of helping to beat cancer sooner is inspiring for us and your efforts will all be part of this quest. You can still get friends to enter if they wish, to support this further!

The two best aspects of this event (apart from the Polar Bear Hugs and St Bernards) are: 1) Winter (we thank you cold season) and 2) London. For this, we need to thank the many stakeholders and supportive public sector staff who share our passion. From Trafalgar Square to St Paul's, none of these sights would be available if it wasn't for the commitment in London to support people's health and fitness and provide great events for Londoners and its visitors. This includes the Mayor's Office, Westminster and City of London, TfL, London Buses and many more.

A final thank you goes to our amazing volunteers. When you are running on the day, please take the time to consider that they have been awake well before you and will stay at the event until after you have gone. They do it to help us put on this event for you. They do it because they love the feel good factor of seeing you cross the finish line, supporting Cancer Research UK and putting something back into the world. Please thank them if you get the chance.

We will move onto Manchester for our Winter Run there later in February, and then onto our other Human Race triathlons and cycling sportives. However, for the team at Human Race, starting the year with the Cancer Research UK London Winter Run is the best way to kick off 2017 and we can't wait!

Good luck and see you on the start line.

NICK RUSLING, CEO, HUMAN RACE



SUNDAY 5 FEBRUARY

KEY LOCATIONS

BAG DROP: Trafalgar Square

WELCOME AREA (or you can go straight into the start line up!): Trafalgar Square

START: North Terrace of Trafalgar Square (accessed only via start line up on Cockspur Street & Pall Mall)

FINISH: Whitehall (southern end - near Downing Street)

A map of the event site will shortly be available online.

START TIMES

The start will take place between 09.30 – 10.25.

You will be given one of eight start times in order to stagger arrivals to reduce the pressure on the local transport hubs and on event services such as the Bag Drop area and toilets (which will be busy), as well as to reduce queuing/waiting times in cold weather. Please arrive in plenty of time for your allocated time. If you turn up early, (polar) bear with us, and where possible we'll endeavour to set you off earlier so you are not hanging around in the cold.

Your individual start time will be sent to you via email. A final entry and start time list will be posted [here](#) on **Friday 3rd February**.

- If you entered the event **before Tuesday 31st January** you will receive your email on **Wednesday 1st February**.
- If you entered the event **between Tuesday 31st and Friday 3rd February** you will have selected your start time during the entry process.

If you would like to run with friends but have different start times please drop back to the latest start time allocated within your group (please do not move to an earlier time).



GETTING THERE

PLEASE USE PUBLIC TRANSPORT TO GET TO THE EVENT IF POSSIBLE

Please plan your route well in advance, and plan plenty of time for your journey, including the time it will take to walk from your arrival station or stop to the Bag Drop (bearing in mind you may need to wait a while to cross over the barriered run route at a crossing point to get to the Start Area depending on which station you use).

A few days beforehand please also check the Transport for London website for any planned engineering works which may affect your journey www.tfl.gov.uk/tube-dlr-overground/status

THE NEAREST TUBE/TRAIN STATIONS ARE:

Charing Cross (best to use & closest to Bag Drop / Start Area – use the exit for Trafalgar Square)
Westminster (best to use)
Embankment
Leicester Square
Piccadilly
St James Park
Waterloo



BY CAR

PLEASE NOTE THAT THERE IS NO EVENT PARKING OR DROP OFF ZONE

WE RECOMMEND THAT YOU USE PUBLIC TRANSPORT AS THE AREA IS WELL SERVED BY TUBES, TRAINS & BUSES.

If you have to drive please car share where possible and research a couple of different parking locations before setting off.

The road closures for the event may cause delays or diversions – please ensure that you leave plenty of time for your journey. If you are arriving by taxi or being dropped off please find a suitable and safe place to stop off of the main roads so that you don't hold up the traffic.

[Q-Park](#) is offering a special 20% discount on pre-booked parking at the nearest car parks to the event for Winter Runners. You'll need to book online in advance [here](#), and enter "WINTER" as the discount code on checkout. The discount is available at Leicester Square and Chinatown. You will not be able to get to or park in the Trafalgar Square car park on the Sunday due to the road closures that will be in place for the event.

BY BIKE

Cycle parking facilities will not be provided. Anyone arriving by bike should use local public facilities for bike storage. Please do not use unofficial locations / railings or block entrances or walkways etc with your bike. All bikes are left at your own risk.

A couple of TFL Bike Hire stands will be suspended during the event, however these will mostly be the ones located directly on the course route.



WHAT YOU NEED TO BRING

APPROPRIATE CLOTHING: Conditions may be (or turn!) very cold and wet so please dress appropriately for the weather. We particularly recommend running gloves and a good hat / beanie.

AN OLD TOP &/OR BLACK BIN BAG: It is highly recommended to wear an old top to the start to keep you warm and dry. You can leave it in a pen just before the start line. The tops will then be given to Cancer Research UK who will either sell them in their shops or recycle them to raise funds! If you don't have anything then a black bin bag is highly recommended; punch holes in it for your head and arms and it will keep you dry and act as a windbreaker!

YOUR RUNNING NUMBER + SAFETY PINS (to securely pin it to the front of your top)

Please source your own safety pins, they will not be available on the day.

NOTE: the running number doubles up as your timing chip so don't forget this!

FRIENDS/FAMILY: Why not invite them to cheer you on! It would also be a really great idea if they look after your bag and coat etc. whilst you run to prevent you having to queue at the Bag Drop.

Don't forget to identify a place to meet up with them or any fellow runners after the finish. Due to the crowds that will be there on the day it will make it difficult to find people so remember to make this very specific, e.g. a specific lamppost or tree, rather than just an area.

MOBILE PHONE / OYSTER CARD / MONEY – don't forget them!



YOUR EVENT PACK

PLEASE NOTE: YOU WILL NOT BE ABLE TO PICK UP YOUR EVENT PACK ON THE DAY OF THE EVENT *

For all entries received **before** 9am on [Tuesday 31st January](#), Event Packs will be posted to you **prior to the event*** (unless your registered address is outside the UK in which case you will need to pick up your event pack from [The Strand Palace Hotel](#) on [Saturday 4th February 10:00am – 3:00pm](#)).

For any entries received **after** 9am on [Tuesday 31st January](#), Event Packs will be available for collection at [The Strand Palace Hotel](#) on Saturday 4th February [10:00am – 3:00pm ONLY](#). Packs **CANNOT** be picked up on Event Day.*

For any **international entries**, please collect your event packs from the [The Strand Palace Hotel](#) on Saturday 4th February [10:00am – 3:00pm ONLY](#). Packs **CANNOT** be picked up on Event Day.

Event Pack Pick Up:

Where: The Strand Palace Hotel - 372 Strand, London, WC2R 0JJ

When: Saturday 4th February 10:00am - 3:00pm

Closest Train Stations: Charing Cross Underground, Charing Cross Station

Please bring [photo ID](#) with you in order to pick up your Event Pack.

We will be taking entries on Saturday morning at the Strand Palace Hotel, for which we will accept [cash only](#).

*if your pack does not arrive for any reason, please come to the Information Desk on the day.



Within your pack, you will receive:

RUNNING NUMBER:

This must be attached to your outside garment on your front with safety pins (we do not supply the safety pins so don't forget them!). This must be visible at all times. On the reverse of your number please complete the required medical details.

You might see your name on the front of your Running Number for cheering purposes! If yours doesn't have your name on it, please feel free to write your name on the front of it so we can cheer you around the course.

NOTE: this Running Number also contains your timing chip so don't forget / lose it!

OFFICIAL CANCER RESEARCH LONDON WINTER RUN BAG-DROP BAG

(the blue drawstring plastic bag in your pack):

This is the ONLY bag that will be accepted at the bag drop – please do not bring any others.

Please put all your items including your coat etc into this bag before you reach the front of the queue to keep the process as speedy as possible for all.

IMPORTANT: where possible it is recommended that you leave your kit with friends/family as an alternative in order to avoid any queues at the Bag Drop



HOW THE BAG DROP AREA WORKS

We encourage you to bring a friend or loved one with you to cheer you on and we'd recommend they also look after your things whilst you run meaning that you will not have to queue at the Bag Drop and will get your belongings back much quicker! You can also run with your bag.

If you are planning to leave a bag in the Bag Drop area, remember the blue drawstring bag included in your participant pack is the **ONLY** one that will be accepted at the Bag Drop – **other bags - for example (but not limited to) satchels, back packs, suitcases etc - will NOT be accepted.**

Please allow plenty of time to find the Bag Drop location and then to queue - e.g. please aim to arrive at the Bag Drop marquee **AT LEAST** 30 minutes before your allocated start time.

Upon arrival at the Bag Drop Area please join the shortest queue at either of the 2 marquees (or the one that a crew member or steward directs you to). You will be given a bag number & a corresponding wristband to put on your wrist immediately. The number given to you will be different to your Running Number.

Please make sure that you put all your items in your blue drawstring bag – due to space restrictions **only 1 official bag** is allowed per participant.

Please be ready with your bag before you reach the front of the queue to allow for a speedy handover which will keep the queuing in this area to a minimum for everyone.



TOILETS

VERY IMPORTANT INFORMATION!

Not the most glamorous of topics we know but an important one all the same!

Given space restrictions in Central London there will be a limited amount of toilets available.

If you think that you will need to use the toilet before you start please do build in additional time for queuing as with over 15,000 runners this could take some time!

Please always be respectful of all property and to those around you by only using the provided temporary toilet units or other public toilets (e.g. where available at train stations prior to arrival - remember some need 20 or 30p to use them. Please note that the public toilets in Trafalgar Square will be closed).

Please do not use side streets or St James Park / Green Park as a substitute.



THE ROUTE

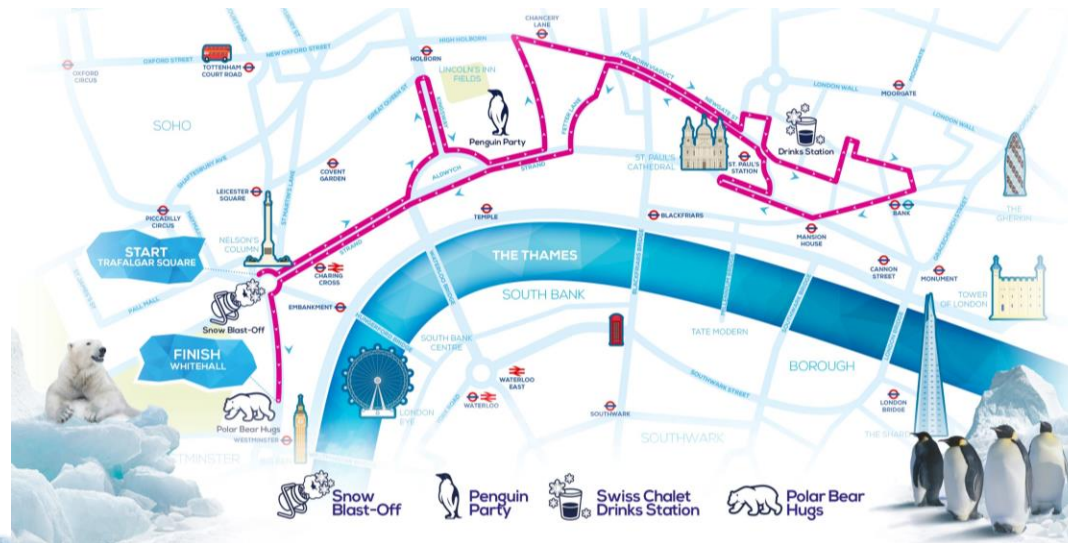
The London Winter Run is fast becoming one of the most eagerly anticipated events on the running calendar, combining closed roads with stunning scenery in London! A big thanks to City of Westminster, City of London, Camden and TfL for the use of their roads.

A bigger route map can be found [here](#)

There will be 1 Water Station on route – this will be at Guildhall Yard (at approx. 5km)

When taking a drink please be aware of those behind you, and to prevent any collisions please gradually move over to the side.

Please dispose of your bottle in the bins provided. If not possible please throw it to the sides of the road rather than just dropping it so people don't slip on it. Please do not drop any unnecessary litter.



MEDICAL INFORMATION

Whilst running please remain aware of your surroundings at all times and take care of yourself and others. If you feel unwell beforehand please do not take part. If you become unwell during the run please tell a marshal. There will be medical cover at the event provided by British Red Cross. Please fill in any medical details or allergies on the back of your running number.

HEADPHONES

We recommend that you do not wear headphones. However if you decide to run with headphones please keep the volume as low as possible and please ensure that you look around you whenever changing your direction on the course or running around someone. With limited hearing your understanding of runners around you is reduced, so please pay attention to prevent any collisions with your fellow participants.

Please remain vigilant and aware of your surroundings and your safety at all times, and listen to any instructions given to you by marshals.

Medical vehicles / motorbikes will be deployed at locations along the route, however they will only move when responding to an incident – watch out for them and move over or wait to let it pass if asked.

It is highly unlikely but in a 999 situation an emergency vehicle may also enter the route on blue lights and runners may need to be temporarily held or moved to the side to allow it through; if this occurs please listen to any instructions given to you by marshals.



FUN ON THE COURSE

Thanks to Nuffield Health, the fun will begin before you step over the start line with the Warm-Up. This specially created routine performed to classic tunes is sure to get you geared up for the miles ahead. Getting yourself prepared for a run has never been so enjoyable!

Look out for the Switzerland Ski themed Water Station and the Penguin Party & Husky High Five Zones on the route.

Finally, our team of friendly Polar Bears have been in training for months! These cuddly creatures love a hug or a high five, so make sure you look out for them as you cross the finish line. We will have a team of bears on duty to congratulate you as you pick up your hard earned medal after completing 10k.

There will be a photo podium in Trafalgar Square where you can hold your medal up high for that perfect post-run shot. There will also be some adorable St Bernard dogs to feature in the photo with you if you wish!



FUNDRAISING

PLEASE HELP US TO FREEZE CANCER IN ITS TRACKS BY SUPPORTING CANCER RESEARCH UK'S LIFESAVING RESEARCH!

We know lots of you have already started fundraising for official charity [Cancer Research UK](#), to help bring forward the day all cancers are cured. If you haven't, there's still plenty of time to start fundraising. Simply ask your friends and family to support your London Winter Run 10k challenge, by donating to your JustGiving page.

Setting up a JustGiving page is quick and easy. [Create your page](#) and anything you can raise will go towards helping give cancer the cold shoulder!

We have plenty of advice on how to get started [on our website](#) if you're struggling for ideas on how to raise money, and you can download a printable [offline sponsorship form](#) here too.

Cancer Research UK are hoping to raise a huge **£600,000** from this event alone. You are all conquering the cold this winter, but you can also be warm in the knowledge that the money raised will fund life-saving research. Thank you for your support.



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OFFICIAL EVENT MERCHANDISE

Dress for success! You can buy your official event merchandise during the entry process. If you've already signed up, don't worry, all of these items will be on sale in Trafalgar Square before and after the run.



**Official Cancer Research
UK Winter Run Series
Fleece Lined Beanie -
£15.50**



**Official Cancer Research
UK Winter Run Series
Performance Hoodie -
£32.50**



**Official Cancer
Research UK London
Winter Run Neck
Warmer - £9.00**



**Official Cancer
Research UK London
Winter Run T-shirt -
£15.00**



EVENT PARTNERS



Nuffield Health will be out on event day to help you warm up and stay warm! Expect:

- PT-led warm ups
- Exclusive giveaways
- Heated dome
- Complimentary coffee
- Plus many more surprises!

Try a Nuffield Health club with a free 1-day pass



Switzerland Tourism will be there to greet you on the finish line with a delicious bar of Lindt Chocolate!

They will also be providing some Swiss cheer at the cow bell cheer station, some alpine ambience at the Swiss chalet drinks station and some post-race cuddles in Trafalgar Square courtesy of their adorable St Bernard dogs.

Make sure you head for the mountain-themed podium to grab a photo with the dogs.





The UK's leading coconut water brand Vita Coco will be bringing a ray of sunshine to proceedings to keep you naturally hydrated after you cross the finish line.



Enertor will be in Trafalgar Square demonstrating the advanced technology used in their insoles, so come along and see them to get your exclusive race day discount alongside some handy advice on staying injury free.



GOT A FRIEND WHO MIGHT WANT TO VOLUNTEER?

We could not put on this event without the fantastic support that we get from the huge team of volunteers that support us. We have a great bunch signed up but could always do with more to join the team!

If you know of anybody who might be interested in volunteering at the event then please do tell them to go to www.londonwinterrun.co.uk/london/event-info/volunteer/ for more information and to sign up!

Let us give you **5 reasons** to pass onto them why signing up to volunteer at the London Winter Run will be the best thing they do to kick start 2017!

- Working at the event will give you the satisfaction of knowing that you are making a valuable contribution to raising vital funds to support the life-saving work done by Cancer Research UK
- In 2017 we are aiming to raise £600,000 for Cancer Research UK, which is only possible thanks to our dedicated team of volunteers
- You will experience working at a major central London sporting event
- You will provide invaluable support, improving the experience of participants and spectators
- You will enjoy meeting new people and being part of a great team – we are still in close contact with some of our volunteers who return year on year, and they have truly become part of the Winter Run Series family!

**CLICK HERE
TO VOLUNTEER**



THE TEAM BEHIND THE EVENT

The team behind the scenes is a company called Human Race (www.humanrace.co.uk). We've been delivering mass participation events for 26 years now, having started with the Windsor Triathlon and an extremely tough duathlon called the BallBuster around Box Hill back in 1991.

We are a team of 25 people in the office, and together with hundreds of others who help on event days, we deliver around 35 different mass participation events during the year. They range from running events, triathlons, cycling, open water swims, and events for companies to get their staff fit and healthy. Within these events we also organise events for kids to get the bug for fitness and nurture stars of the future.

Our strap line is 'Crossing the finish line together' as we work really hard to put the events together and seeing you cross the finish line is what motivates us. It's a great feeling to know that we've helped you on your journey. Each finish line you cross can be the step forward into another challenge in life and we love being a small part of that!



If you have any questions that haven't been answered please check out the [website](#) or contact us at info@winterrunseries.co.uk

We wish you the best of luck for a safe and successful run! Good luck with your final preparations and we look forward to seeing you on Sunday 5 February!

WHAT'S YOUR NEXT CHALLENGE?

LIDL KINGSTON BREAKFAST RUN

26 MARCH, KINGSTON-UPON-THAMES

8, 16 or 20 miles

Perfectly timed for those of you training for a spring marathon, the Lidl Kingston Breakfast Run boasts three distances and the best goodie bag you can imagine, stocked full of tasty treats thanks to Lidl! [Click here](#) for more information and to enter.



CANCER RESEARCH UK MANCHESTER WINTER RUN

12 FEBRUARY, ETIHAD STADIUM

2.5km, 5km or 10km

Fancy two weekends of Winter Run fun on the trot? Or maybe you've got a friend up north who is missing out? Either way, check out the other event in the Winter Run series by clicking [here](#).



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