



# WINTER RUN 2021

The very special digital edition of the Winter Run takes place on **SUNDAY 7TH FEBRUARY**. Here's how you can take part wherever you are in the world.

## 1 IN ADVANCE OF YOUR RUN

### DOWNLOAD THE AURO APP

Immerse yourself into a Winter Run virtual experience like no other. With Auro, you'll be guided by an expert run coach throughout your 10k and be able to hear some of the usual entertainment and music that you would pass along the route. Access your exclusive Winter Run 30-day free trial on Auro now, using the code **RACE30**.



### PICK OUT YOUR BEST GEAR

If you've already received some trendy Winter Run clothing then this might be the perfect time to show it off. If you fundraised over £25 and received a number in the post then stick this to the front of whatever you are going to wear and show everybody that you are taking part. You never know, you might even pass some other Winter Runners on your route!



### CHECK OUT THE LIVE COVERAGE

We'll be updating you live from 8:30am on event day through our live coverage. This includes sharing your messages that you post using #WinterRun, and a special warm-up broadcast to get you limbered up for the 10k.

Available at:  
[VirtualWinterRun.co.uk](https://VirtualWinterRun.co.uk)



### WINTER RUN WARM UP

Head over to the Winter Run website to access a guided warm up led by Auro PT, Lucy Hurn. Lucy will help you to make the most of your Winter Run.



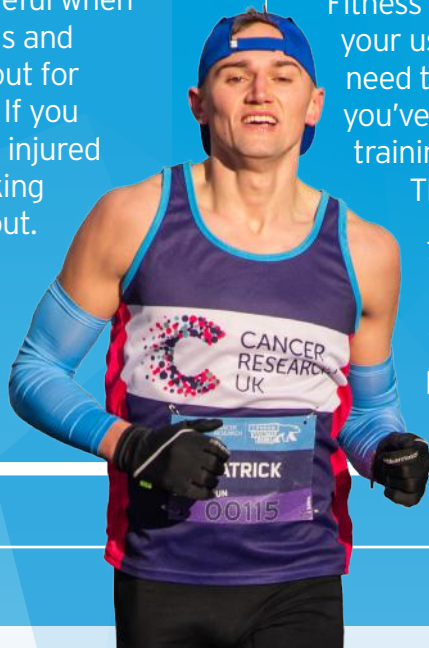
# 2 DURING YOUR RUN

## START IS 10AM

If it's not possible for you to start at 10am, you can choose to run at a different time of your choice.

### STAY SAFE

Unlike the annual Cancer Research UK London Winter Run, there will be cars on the road and pedestrians in your way. Don't take any risks and follow government guidelines on social distancing. If wearing headphones be especially careful when crossing roads and keep an eye out for obstructions. If you feel unwell or injured consider walking or dropping out.



### TRACK YOUR PROGRESS

You can automatically track your running/walking time and distance using any of the common tracking apps. If you choose to use Strava, Fitbit or MapMyFitness these can be automatically linked to your Winter Run profile under the Fitness Tracking section of your user dashboard (no need to do this again if you've done this during training). Strava not?

That's fine too, you'll just need to upload your run manually when you are finished on your profile page.

### CREATE YOUR OWN FINISH LINE

Running 10k is a massive achievement, especially during these testing times. To celebrate your success why not encourage your household to create a finish line as your finale. Even better, film that special moment, and upload it to social using #WinterRun



# 3 WHEN YOU HAVE FINISHED

**CELEBRATE!** You've just completed a 10k!  
Time to have your very own Après Party!

## SHARE

We want everybody to know what a fantastic job you have done, so share your pictures using #WinterRun, and we'll be using the best on the live coverage on our website. You can also see how everybody has been doing too. The stats show that sharing your fundraising page straight after you finish is the best time to get more people sponsoring you, so don't be shy, share that link and you'll be helping to beat cancer and could be getting some goodies too!

## COOL DOWN

Auro PT Lucy Hurn has also put together a fantastic cool down video to help kick start your post run recovery. You can access this via the Live Feed on the Virtual Winter Run website, and the Auro app.

## KEEP AN EYE OUT FOR THE POST

If you've raised at least £50 for Cancer Research UK your finishers medal will be in the post to you shortly after you finish. Wear it with pride, you deserve it!

