



# be prepared

## final instructions

Sunday 5th Sept 2010 | Hyde Park | London

London's most famous Royal Park, Hyde Park, once again plays host to this year's adidas Women's 5K Challenge and we look forward to seeing you all, whether first timers or returning runners, all are welcome to join the challenge!

### Directions to Hyde Park

Make sure you leave plenty of time to get to Hyde Park. We suggest you use public transport. The nearest Stations are shown on the course map on pages 6 & 7.

Please note that the following line closures are currently scheduled: Central Line - no service between Marble Arch and West Ruislip and between Marble Arch and Ealing Broadway. District Line - no service between Bromley-By-Bow and Upminster and between Putney Bridge and Wimbledon. Hammersmith & City Line - no service between Edgware Road and Barking. Metropolitan Line - no service between Wembley Park and Aldgate. The Circle Line will be closed. For more information on all London Underground services call the 24 hour travel information line on 020 7222 1234, or visit [www.tfl.gov.uk](http://www.tfl.gov.uk).

We suggest using Hyde Park Corner Station rather than Knightsbridge and entering the Park via Queen Mother Gate because Edinburgh Gate has no pedestrian access due to construction work. Alternatively use South Kensington Station and access the Park through Alexandra Gate.

### Parking

If you must drive, allow yourself plenty of time. The nearest car park is on Park Lane - again see map on pages 6 & 7.

There is **no parking in Hyde Park**. All vehicle gates will be closed, and only pedestrian access will be allowed. The park will be closed to all traffic all day.

### Changing/Baggage Facilities

There are changing tents in the park. We cannot accept responsibility for your belongings. Please leave any bags or valuables with a friend or relative at the event, keep them with you, or better still, leave them at home.

### Running Numbers

Please wear your running number on your front and ensure that it is not obscured by any clothing. MarathonFoto, the official photographers of the adidas Women's 5K Challenge will be taking pictures of you at various points along the course. These photographs will be available for you to purchase at [www.marathonfoto.com](http://www.marathonfoto.com). Please see the website for more details. >>





You will not be able to run if you do not have your running number. However, if you do have your running number, you do not need to register when you arrive.

### Water

There will be plenty of Nestlé Pure Life bottled water available outside the changing tents. Make sure you are hydrated, particularly if it is a warm day. There are no drinks stations on the course so if you are going to be out on the course for a long time, you should consider taking a bottle with you. You will receive a bottle of Nestlé Pure Life water in your finisher's bag.

### Warming Up

There is a great warm-up arranged on the stage at 10:10am, make sure you join in as it is an enjoyable way to loosen up and reduce the chance of injury.

### The Start

After the warm-up you should make your way to the start. Please read the following carefully:

- The front rows at the start are for elite and celebrity runners only and this area will be protected by our marshals.

- The next zone is for runners capable of 25 minutes or faster for 5K (about 8 minutes per mile pace). There were just 150 runners who achieved this time last year so do not promote yourself to this zone unless you are a competent and regular runner and confident of running the whole distance at this pace.

- Behind the sub 25 minutes zone is the zone for 25-30 minutes runners (approx 8-10 minutes per mile pace). Again this is for regular runners who can maintain this pace for the whole distance.

- The next zone is for those capable of 35 minutes or faster for 5K (about 10-11 minutes per mile pace). Most of you who intend to jog the whole way will be in this zone.

- The final two zones zone are for those likely to take over 35 minutes, whose main aim is to simply complete the course. If you are a member of a large charity group intending to walk the whole way, or if you have children with you, and/or especially if you have buggies or are in a wheelchair (either being pushed or self-propelled), you should start in this zone. >>



We are delighted that our event appeals to the broad spectrum of women who want to take part but please... **line up at the start as per the instructions above and show consideration to your fellow participants.**

Please position yourself in the zones as indicated above and follow the instructions of the marshals who will walk you towards the start line in 'waves'. The first zone will be allowed to clear the first section of the course before the next wave is started.

Many of you will have to wait several minutes to cross the line, as is the case in all mass participation events, but these arrangements are to keep the course as safe as possible for runners and walkers alike.

Remember that this is a self-timed event so if you are eager to know your finish time, you will need to time yourself with your own watch, starting it when you cross the start line - and stopping it when you cross the finish line!

### The Course

The course is barriered or coned in most places. **Do not run outside the barriered and coned areas.** These restrictions are in place for a reason and it is dangerous to run outside and then attempt to 'cut back' onto the course. In places the course

can be narrow. Do not try and push through other participants in front of you, it is not in the spirit of the event and can be dangerous.

### Walkers

If you are walking the course please keep to the right if possible. It is frustrating and tiring for those who are still able to run to have to dodge around people who are walking. Please endeavour to walk in single file and not in groups, this gives more room for runners to pass.

Fancy dress, balloons etc are all welcome, but please keep them under control and do not hinder other people. We would ask you not to bring dogs to the event; if you must bring a dog, they must be kept under strict control and on a lead at all times.

### The Finish

Only the first 50 finishers will be timed, so unless you use your own watch, make sure to check the time from the clock on the finish gantry as you cross the line. Those of you who start in later waves will need to time yourself using your own watch - if you want an exact time.

After you cross the line you will be given a Finisher Bag which includes a medal, an adidas T-shirt, Nestlé Pure Life water, and other items - make sure you collect your bag before you leave this area.

The Finisher Bag for 2010 will be in high demand again this year. Made in ultra lightweight fabric, this roomy shoulder bag folds up into its own pocket-size pouch, making it one of the most useful bags you will ever own (see folding instructions in the diagram below). Wide, comfy shoulder straps means that you can use it to carry all your running gear in style and comfort. Keep it in your handbag for general shopping and you will not only have a great memento of the day, but will feel proud each time you use it instead of a plastic bag.

Do not arrange to meet spectating family or friends at, or close to, the finish area; it gets very congested and our marshals will move people along from the end of the secure finish area.

Arrange to meet family or friends back at the assembly area on the main field. At the far end there will be A - Z signs (see map on the following pages). Decide your preferred letter in advance and you will be able to meet quickly and easily. Lost persons announcements cannot be made over the PA system.

### Warming Down

There will be a warm-down after the event at 12:40pm to stretch out any weary muscles. >>

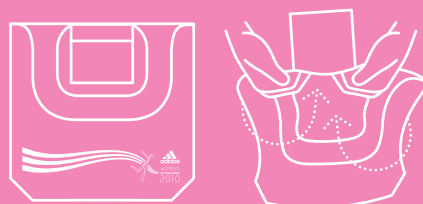
## finisher bag packing instructions

step 1



Drop the handles to the exterior of each side of the bag.

step 2



Hold the pocket, gather up the bag and stuff it in.

step 3



Once the bag is stuffed in. Pull the flap over the top to seal it.

The bag is now neatly packed inside this small pouch.



# race starts 11:00am

## Afterwards...

Hyde Park is the perfect place for a picnic so why not make a day of it? The cafes in the park will also be open, and food, drink and ice cream concessions will be positioned in the assembly area towards the rear of the field.

## Official adidas Merchandise

As title sponsor to the race, adidas will be in Hyde Park again this year with new and exciting activities to make this a true day out for you and your family. Nothing is better than a little retail therapy to get the day off to a good start. We have the latest adidas Womens running apparel and footwear, including the exclusively developed pink ribbon running range, where 10% of each purchase goes to Breakthrough Breast Cancer.

adidas Dance and Fitness groups will be there to get those muscles warmed up and the heart pumping ready for your run! For children, adidas bring some of their top athletes to inspire and encourage them to take part in the adidas Kids Challenge. Bring them along for a great day out and let them run off their energy on our 30m sprint track!

## BBC London 94.9

**BBC**  
**LONDON**  
94.9 FM

BBC London 94.9 is London's radio station and will be broadcasting live from Hyde Park with full coverage of

the race from 9am-12noon. We want to hear your story: who you are raising money for and why. We'll also be broadcasting the latest travel news every half hour. If you miss the live programme, you can listen again, anytime in the 7 days after the event via the BBC iPlayer at [www.bbc.co.uk/london](http://www.bbc.co.uk/london)

## Please read carefully

Study the maps shown on the following pages. Make a mental note of where the start/finish is and where the changing and toilets are.

## Please allow plenty of time to:

- Travel to Hyde Park
- Get changed into your running gear if you cannot arrive ready to run. Do not leave valuables in the changing area.
- Do the warm-up
- Queue for the toilets
- Make your way to the start in plenty of time – and position yourself correctly.

## DO NOT FORGET YOUR RUNNING NUMBER!

## Finally...

When you get home on Sunday, don't forget to tune into Grandstand on BBC2, who will be showing highlights of the event in the evening. Check your local listings for details. >>

## schedule

- |         |                                                                |
|---------|----------------------------------------------------------------|
| 10:10am | Warm-up around the stage                                       |
| 10:45am | Assemble in your appropriate start zone                        |
| 11:00am | Race starts                                                    |
| 12:30pm | Awards presentation from the stage for the first three runners |
| 12:40pm | Warm-down around the stage                                     |



